

WHAT IS THE CLOUD?

3 WAYS IT CAN BENEFIT YOUR FUNDRAISING

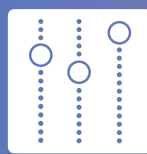
The 'cloud' is simply a metaphor for the internet. And a cloud-based service is any programme you either log into or access over the web – think your Gmail account, Spotify or Netflix. More than 90% of non-profit organisations are using cloud computing today, so its likely that your organisation has already made the leap to cloud based services in some way.

Why a Cloud-based CRM is Essential

Access your data anywhere

A cloud-based CRM solution means you can access your data from wherever you are. All you need is internet access, whether that's on a laptop, tablet or phone – you can log-in and see everything you need.

01



Productive remote working

It means working in an office is not the only place you can get done what you need to – your organisation can work flexibly from home, remotely if they are out and about meeting supporters – basically they can work anywhere.

02



Integrate with your other software systems

A cloud-based CRM will typically enable data to flow seamlessly and automatically between your CRM and other systems your use. It will do this via industry-standard APIs (Application Programming Interface). This means all your data stays accurate across your systems, with very little manual work required.

03

