THE MSP ADVANTAGE:



ENSURING NONPROFIT CAMPAIGN SUCCESS

HOW MANAGED IT SERVICES SUPPORT YOUR FUNDRAISING EFFORTS EVERY STEP OF THE WAY



DURING CAMPAIGN **Ensuring Peak Performance**

POST-CAMPAIGN **Optimizing and** Learning



Focus:

Preparation and prevention to ensure systems are ready for a seamless campaign launch.



Focus:

Real-time support and system scalability to handle high traffic and ensure a smooth donor experience.



Focus:

Post-event analysis and system updates to prepare for future campaigns.



System Preparation:

MSPs assess IT infrastructure and optimize systems for high-demand periods.

• Example: Verifying donation platforms are updated, mobileresponsive, and fully functional.



Real-Time Monitoring:

MSPs monitor donation platforms and IT systems 24/7 to prevent downtime or disruptions.

• Example: Addressing server overload or performance lags during high-traffic events.



Data Backups and Recovery:

Ensuring all donor and campaign data is securely backed up and protected from

• Example: Automated backups of donor transaction records and communication logs.



Cybersecurity Audits:

Proactive risk assessments to identify vulnerabilities and implement safeguards.

• Example: Deploying multi-factor authentication, data encryption, and firewalls to protect donor data.



Scalability:

Flexible IT infrastructure to handle spikes in traffic during critical moments.

• Example: Scaling cloud resources to ensure online giving platforms remain fast and responsive.



Performance Analysis:

Reviewing system performance during the campaign to identify improvement opportunities.

• Example: Analyzing traffic patterns, donation volumes, and email response rates with secure and reliable tools supported by MSPs.



Communication Platform Optimization:

CRM tools, and collaboration platforms are configured and integrated.

• Example: Ensuring CRMs are connected to email marketing platforms for personalized outreach.



Proactive Incident Response:

Immediate action to resolve issues like phishing attempts or failed transactions.

• Example: Flagging and mitigating fraudulent login attempts on donation portals.



System Optimization:

Addressing inefficiencies and upgrading systems to prevent future issues.

• Example: Installing patches, updating software, and optimizing donation platforms based on campaign results.







