# SPLENDID WORK

Our owners set up cloudThing with a clear mission statement to make a difference and do some good in the world, which is why we love to work in the Not for Profit sector.

The challenges facing Charities in today's world is increasingly difficult. There seems to be more channels to communicate these days, but less time to deliver a message that will grab a potential supporter's attention. With 'slacktivism' a growing concept, many Charities have more social media fans than ever, but the decrease in fundraising returns means that there is an increased reliance on the retired for volunteers.

[Reports show that Charities with a defined IT plan are four times more likely to make the most of their resources and achieve growth in volunteers and sponsors.](#)

We believe every Charity should feel empowered by technology as a tool to improve the world we live in. We're proud to have worked with big name Charities on solving some real complex business challenges across all departments within the organisation to share siloed information across the organisation and ensure they make the most of their data and time through automation and Microsoft Dynamics 365.

# FROM SUPER CHARGED FUNDRAISING TO SEAMLESS DAILY OPERATIONS, WE'VE GOT THE EXPERTISE TO HELP BRING YOUR ORGANISATION INTO THE FUTURE

While every organisation is different we have experience helping Charities to:

- Reduce the time spent on manual processes
- Reduce the money spent on legacy software no longer fit for purpose
- Consolidate multiple business systems by leveraging the Microsoft Cloud to integrate services
- Improve collaboration across the organisation and with third parties
- Turn sponsors into donors with data-driven, modern marketing
- Move away from disparate systems and paper-based forms
- Reduce the risk of siloed data and isolated spreadsheets.