



GroundWork group

Capacity Building. Are you doing it?
GroundWork group will leverage technology to help you expand your capacity to serve your core mission by following a systematic path of improvement.

Capacity Building through Technology

From a Technology Perspective
If you don't know what you aren't doing ...

How will your nonprofit advance?

- START** > with our Continuum of Technology Maturity
- ASSESS** > current state of your technology and identify your needs
- DEVELOP** > a plan to improve your technical capabilities
- ADVANCE** > to greater efficiency by applying our technology, education & information management services

GroundWork group Continuum of Technology Maturity — Designed to help nonprofits identify all of their business functions that can be improved through better use of technology.

- **Communications.** eNewsletters, blast email and social media
- **Constituent Management.** Management of client/constituent information and relationships
- **Day-to-Day Operations.** Software applications, automated processes, network reliability & security, disaster recovery, upgrades, data back-ups, and policies, procedures & documentation
- **Fundraising.** Automated, integrated fundraising applications
- **Marketing.** Interactive & updated websites and consistent messages among web & print communications
- **Reporting.** Organizational, financial and management reporting with advanced tools
- **Service Delivery.** Technology integrated into service delivery, mobile computing, advanced data security, service delivery continuity planning
- **Strategic Planning.** Technology as part of strategic plan and regularly updated
- **Training and Education.** Technology training and education plan for staff

TECHNOLOGY ADVANCEMENT

The Key to Your Growth & Success

Discover new, more effective, more secure methods of managing your information.

Our strategic approach to technology will increase your effectiveness at ...

- Fulfilling the goals of your mission
- Meeting the needs of your clients
- Reporting back to your board and the community
- Requesting grant dollars

Take our self assessment to begin your move forward.

Contact GroundWork group today

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www.groundworkgroup.org

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**Helping Nonprofits with Limited
Technology Resources Build Capacity.
We understand the business challenges you face.
We have a solution.**

How Do You Face Your Challenges?

- You'd like to spend more time on the work of your mission, but managing the computers, software, email and network takes too much time
- No one on staff has formal IT training
- Managing relationships with Internet and phone vendors is too daunting and too costly
- Your board and funders want accountability, but you don't know where to begin to design an outcome measurement tool
- You are trying to manage constituents on a simple spreadsheet
- You recognize your data files and your entire IT system may have vulnerabilities, but you don't know how to define those, let alone address them
- Reporting takes too long because your staff has a difficult time sharing electronic files
- You have no business plan and need help deciding where you want your nonprofit to be in three years.
- You wish you had a strong web presence
- Your staff has technology tools at their fingertips but isn't coming close to taking advantage of all possible uses



Pelotonia is a grassroots bike tour with one goal: to end cancer. Pelotonia has this to say about their GroundWork group solution: "Our Team is amazed by the speed and efficiency demonstrated by GroundWork group," said Tom Lennox, Pelotonia Executive Director. "Our technology capabilities are key to our success in registering cyclists and volunteers and managing our event. Laptops, server, email, centralized data storage, network security, remote access — our full technical infrastructure, provided by GroundWork group, is critical to our operations and will help us reach aggressive goals in our first year."

GroundWork group. Your Nonprofit Business Solution...

If you face these and other challenges, GroundWork group can help. We are a nonprofit organization serving nonprofit organizations, so your mission is our #1 concern.

Allow GroundWork group to manage all aspects of your computing environment. We can be your entire back office — ensuring that your operating infrastructure is...

- Integrated** with every database and software application in use by your staff
- Protected** from computer viruses and hackers
- Available** to all staff and from any location with an Internet connection
- Upgraded** so you have the most current software and equipment
- Supported** by GroundWork group's IT professionals providing troubleshooting assistance and consultation on technology trends
- Backed up** daily to prevent data loss from power outages or disaster
- Utilized** to the maximum benefit through our staff and volunteer training
- Customized** to include the features your organization needs and configured to generate the reports you want
- Cost-effective** with an affordable, fixed fee-for-service

**Every organization is unique.
GroundWork group will customize your long-term,
affordable technology solution**

Our Promise to You...We will add **value** to the work of your mission.

GroundWork group works with nonprofit organizations who want to be more effective and efficient, we offer technology solutions that can help you leverage technology resources and knowledge to build your capacity to serve the community.

- Our technology solutions cost far less than comparable service packages from for-profit providers.
- We leverage community resources and forge cost-effective partnerships so that every dollar spent on GroundWork group services converts into delivery valued at \$5.
- We provide you a stable and secure data storage and retrieval system that will increase your ability to get grant dollars and will help you convey your positive message to the community, funders and your board of directors.
- We increase the collective knowledge of your staff, making their efforts more productive.
- We save you time and money through increased efficiency and access to cost-cutting programs.
- We help you find and retain a skilled board of directors.
- We are proven—our data management solutions have lost not one record, ever.

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You focus on your mission — We focus on your operations!