WORKING BACKWARDS
Central to Amazon’s culture, this process focuses on bringing employees together, across disciplines, to benefit from each individual’s distinct background and experience. Together, the process helps organizations challenge assumptions as well as take a closer look at the unique contexts that your customers—for nonprofits, your beneficiaries, donors, volunteers, and field staff—operate in. The result is gaining clarity around significant challenges and defining a vision for how technology can enhance the customer experience.

Working Backwards also helps create a culture that cultivates employee contribution. AWS leads envisioning sessions with nonprofits using the Working Backwards method where we see teams and employees raising issues and contributing to shaping solutions. This work creates commitment and connectivity as well as supports growing, together. Learn more by reading our Powered by Purpose eBook.¹

REVIEW COMMON AWS USE CASES
Two of the most common ways nonprofits use AWS are to reduce the time employees spend on rote, manual tasks and to make their data more actionable. Automated tools can help nonprofits avoid burnout and focus on the health and well-being of employees and volunteers. By leveraging AWS technologies like AI and machine learning, the nonprofit sector can remake human-centered work. Check out our on-demand webinar, “How Nonprofits Reimagine Work Using Smart Technology,”² to learn more about how AWS tools can help automatize routine tasks and enable your team to focus on what really matters.

Secondly, when data is managed correctly, nonprofits can gain the actionable insights they need to make smart decisions. Another recent, on-demand webinar, “AWS for Data: Unifying Data to Boost Fundraising Outcomes,”³ spotlights some of the ways your nonprofit can leverage cloud solutions to enhance fundraising initiatives, donor engagement, and program services, as well as improve overall organizational performance.

LEARN FROM AWS EXPERTS
Emarking on this cloud journey requires planning. AWS has a dedicated team of nonprofit experts who have worked with thousands of organizations. Watch our on-demand webinar, “Design a Roadmap for Your Nonprofit Cloud Journey with AWS,”⁴ to learn best practices on organizational transformation, cloud foundations establishment, migration methodology, and application landscape optimization from AWS experts. Benchmark where you are now, learn how to identify and prioritize transformation opportunities in line with your strategic objectives, and find out how to align your organization on next steps.

LEARN MORE FROM NONPROFITS
The AWS IMAGINE: Nonprofit conference⁵ is held annually and is a no-cost event that brings together nonprofit leaders, purpose-focused technologists, and impact innovators to discuss how technology can help drive a positive impact for both people and the planet. The event features diverse voices from across the nonprofit community to enable organizations to learn and grow together.

NOTES
⁵ https://aws.amazon.com/government-education/nonprofits/imagine-nonprofit