# Nonprofit Marketing and Technology Trends

By Eric J Einhorn, March 2018

Is it Madness to Plan for Your Nonprofit's Technology as if You Were Designing a Basketball Arena?

It is March and the Men's Collegiate Basketball Tournament tips off with 67 games played across 14 different arenas. From the first four games at UD Arena in Dayton to the Alamodome in San Antonio where the last four teams will compete, many venues of the tournament have some age and were renovated to meet market trends. **As the games begin, these arenas can teach Nonprofits a valuable lesson on how to plan for growth and success.**

Arena design and construction typically starts as a structurally driven exercise. When planned correctly, the structural grid will allow for a variety of seating configurations including high end hospitality suites, working press boxes, and expansive concourses that allow both circulation and access to amenities. However, not all teams or municipalities require a 20,000 to 24,000 seat venue from day one. In fact, some venues start off as smaller facilities or included mostly less expensive general admission seating configurations.
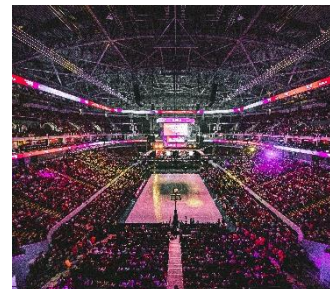
For a while the trend has been to reduce capacity by reconfiguring general admission sections into higher revenue club seats or suites. This trend was unforeseen when those facilities were first built, but a well-planned grid allows for this renovation to happen regardless, all while maintaining the surrounding arena functions. **Regardless of what the future may bring, the best designed arenas had not only a goal of reaching ideal capacities; they were planned to cost effectively realize that future growth.** There are significantly higher costs to demolish what's obsolete and rebuild than to design with flexibility in mind.

So how is arena design like building a successful Nonprofit? Your technology is the structural system of your organization. In the design phase, Nonprofits should plan and build-in additional capacity to allow for future growth – from site-to-site VPN tunnels for new satellite offices and remote workers, to backup and disaster recovery systems, to the predicted integration of newly released commercial technologies.

Your IT strategy needs to be similarly forward looking to anticipate growth and the demands that come with greater success. In real sense, you are not planning to address today's issues, but what your organization's infrastructure is going to look like two, four, or six years down the road. The result of this may be slightly higher initial costs, but future savings and the ability to adapt and grow in ways not known in the present day. **Be the successful Nonprofit that is prepared to change and grow, because the cost of maintenance and seamless modernization is always more economical than the cost of repair, demolition of obsolete components, and rebuilding.** Contact NPS to discuss how we can help you plan for success. In the meantime, enjoy the tournament!
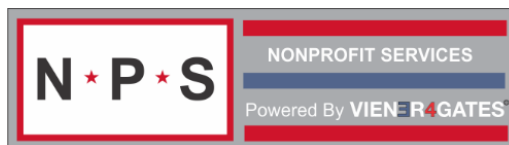
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(877) 797-8776
NPS@viener4gates.com

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www.NPSBusiness.com

ERIC J EINHORN, AIA, LEED AP
Eric is Executive Director of Marketing and Business Development at Viener4Gates

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