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# 4 ways nonprofits can drive mission impact

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Our membership in RSM US Alliance has elevated our capabilities in the marketplace, helping to differentiate our firm from the competition while allowing us to maintain our independence and entrepreneurial culture. We have access to a valuable peer network of like-sized firms as well as a broad range of tools, expertise and technical resources.

# 4 WAYS nonprofits can drive mission impact

Nonprofits looking to enhance their ability to make a positive impact on the communities they support should consider the following strategies.

## 1 DEMONSTRATE RESULTS



### Key considerations

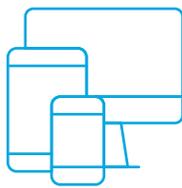
Demonstrating a nonprofit's impact is key to securing future funding and support.



### Solutions

Accurate and timely data can give structure to the story of a nonprofit's results.

## 2 INCREASE ENGAGEMENT



### Key considerations

The preferences of donors, members and constituents continue to evolve.



### Solutions

Enabling engagement across various channels can help nonprofits personalize messaging and broaden outreach.

## 3 RETHINK TRADITIONAL RESOURCE MODELS



### Key considerations

Staffing shortages and lean budgets have created resource challenges for many nonprofits.



### Solutions

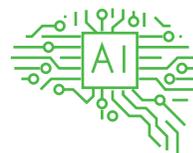
Automating manual tasks and outsourcing back-office functions can free staff members to focus on mission initiatives.

## 4 PRIORITIZE INNOVATION



### Key considerations

Innovation and agility are key to succeeding in an ever-changing environment.



### Solutions

Data analytics tools and artificial intelligence can identify trends and enhance decision-making.

THE POWER OF BEING UNDERSTOOD  
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