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Page Title: How Nonprofits Can Benefit From Robotic Process Automation | [INSERT RELATED SERVICE] | [INSERT FIRM NAME]

Meta Description: [NAME OF FIRM] shares insights on how robotic process automation (RPA) can help nonprofits streamline their processes and provide process efficiency.

Headline: How Nonprofits Can Benefit From Robotic Process Automation

BODY COPY:

Nonprofit organizations are well-acquainted with the need to do more with less. Finding ways to solve complex issues with insufficient resources is an ongoing challenge. However, rapidly developing technologies, such as robotic process automation (RPA), can simplify and streamline process efficiency.

RPA is a software that systematizes manual tasks, effectively reducing the more tedious, time-consuming responsibilities of employees. Already, RPA is transforming the business practices of organizations in a variety of industries, including the nonprofit sector. By allowing organizations to automate work processes, RPA is saving employees time, energy, cost savings and resources, which can be directed toward other objectives and development opportunities.

Defining the Differentiators of RPA

Within the parameters of an existing workflow, RPA software is designed to repeatedly perform routine jobs across various systems and applications. Unlike artificial intelligence or machine learning software, the tasks completed by RPA do not demand any cognitive analysis or competencies. Rather, RPA software repetitively performs tasks merely based on business necessities.

For nonprofit organizations, where employees may spend hours on repetitive computer tasks and data entry, RPA can swiftly – and accurately – automate these processes. By collecting data from one or more sources, RPA software can transfer, edit, report or save that data and export it to an available location. According to an article published by the Harvard Business Review, 25% of CEOs' time is taken up by tasks that could be automated. For many organizations, it is beneficial to recognize the value of using RPA software to simplify processes.

Applying RPA to Nonprofit Work

Employees in the nonprofit sector would likely agree that they would prefer to work on tasks related to the organization's mission rather than time-consuming tasks like manual data entry. To give employees this opportunity, RPA software can restructure many specific nonprofit processes, such as:

- Managing donations and receipts
- Program management
- Digital and print marketing campaigns
- Managing volunteer applications and data
- Pledge campaigns
- Prospect list management
- Government and regulatory issue tracking
- Other outreach campaigns

With all of these processes made simple for automation, RPA software can deliver consistent, error-free results while allowing employees to focus on higher-value work. This will not only advance productivity, but it will also lead to increased job satisfaction.

Is an RPA Solution Right For Your Nonprofit?

Autonomous workflows are the way of the future. By incorporating automation into an organization's business strategy, nonprofits can give their employees more time to hone in on the truly valuable work that they do. Still, the cost of RPA software may be a concern for nonprofits, especially when an enterprise-wide RPA solution may mean purchasing hundreds of individual bots, (internet robots), which will carry out the processes only after being custom-built. By some estimates, a one-time acquisition cost for a single bot can cost anywhere from \$5,000 to \$15,000.

When determining whether or not an RPA solution is appropriate, nonprofits should take the following steps:

- Pinpoint the manual tasks that require the most time and effort from employees
- Identify the key processes that could be automated
- Incorporate a trial program that automates a high-value task to determine immediate value

By automating tasks that occupy employees' time, nonprofits can free their staff from manual processes and free them to focus on more mission-based work. RPA can help nonprofits move into the future, simplifying existing processes and creating a unified system.

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