

Title:

Cost-Saving Techniques Help Local Charities Focus On Relief Programs

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383

Summary:

The worst of nature's fury often brings out the best in people's generosity toward those affected.

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Article Body:

The worst of nature's fury often brings out the best in people's generosity toward those affected.

What many people may not realize is that 100 percent of those dedicated donations went straight to the front lines.

"Americans were very generous in giving to major national and international relief campaigns throughout the past few years," says Hankins.

"At the same time, events like Hurricane Katrina lead to what we call 'donor fatigue'; people just don't want to give anymore."

When local donations dip below expected levels, charitable organizations such as local chapters of the Red Cross and other groups are often left scrambling.

"We've switched from compiling budget spreadsheets by hand, which used to take days or weeks, to using software that does it all for us."

Other ways the Cleveland-area Red Cross and chapters elsewhere have streamlined their operations include using technology to track donations and manage their budgets.

"Technology has made a big difference in helping us work smarter," Hankins said, "so our donors can see exactly where their money is going."

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