ZOHO Creator

A Nonprofit's Guide

The beginner's guide to all things low-code.

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As a person who runs a nonprofit, or works for one, you'd probably say that everything's running just fine, thank you very much. You manage to attract enough talent to volunteer, raise enough funding to fulfill your mission, and reach out to enough people to keep your organization relevant.

But let's ask ourselves an important question—is it enough that "everything is running just fine"? Could your nonprofit scale up and do more to achieve your mission?

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Digitizing your everyday processes can give you more time to focus on the actual cause. With the right technology, you can enhance efficiency, gain visibility into your processes, and serve your customers better. You don't have to get bogged down with manual processes like donor communication, campaign coordination, hiring volunteers, and so on.
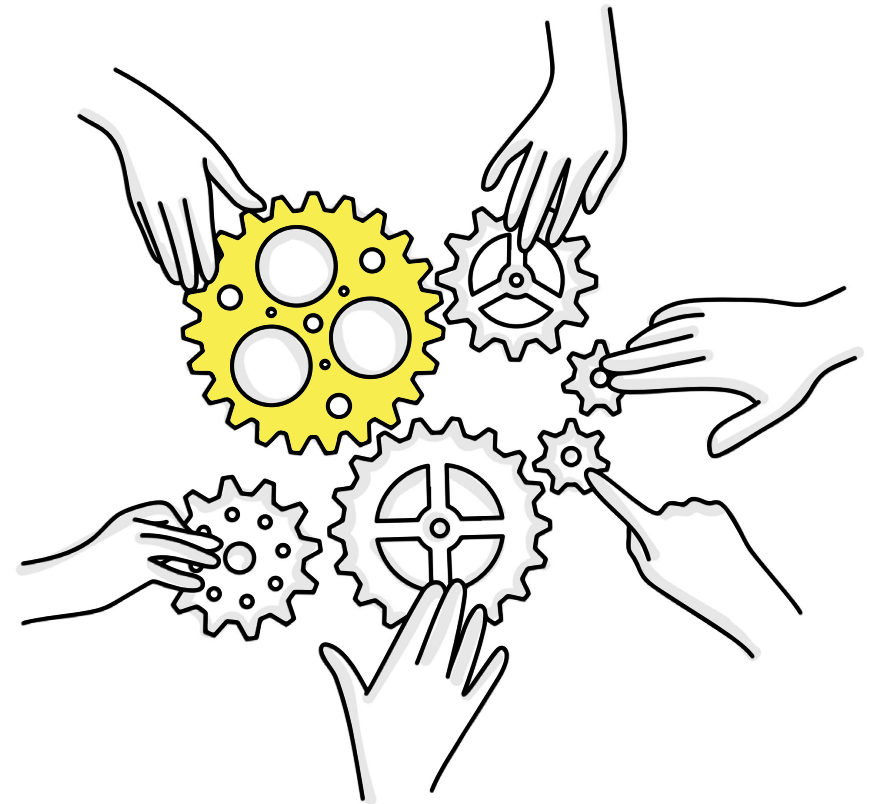
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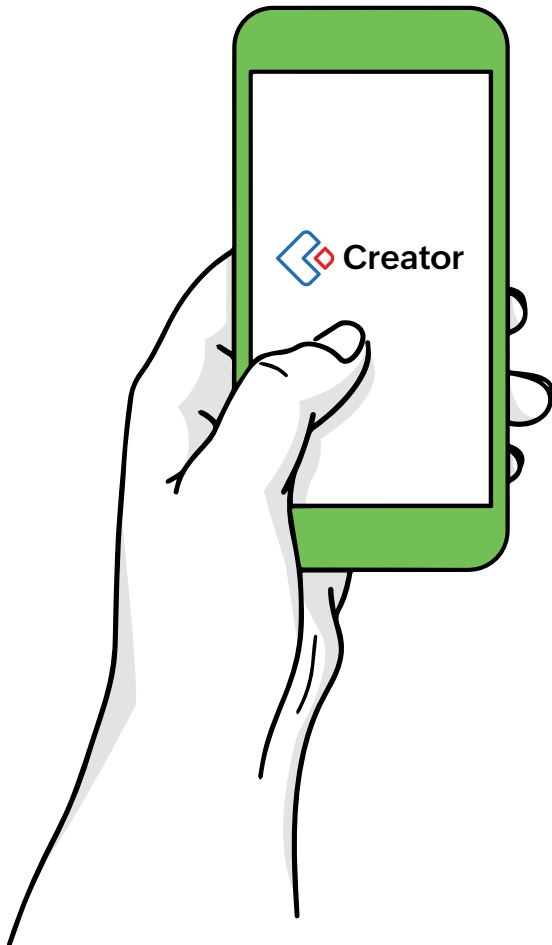# What if we told you that there was an easier way to get it done?

A way to eliminate those pesky spreadsheets and printed registration forms. To give donors a common platform to make donations on. To engage volunteers and make them feel like they belong. To minimize the time you spend on data entry and channel it toward interaction with your associates and stakeholders. To manage, access, and share large numbers of records.

We're talking about **Zoho Creator.**

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Zoho Creator specializes in creating software that gives you the power to do more with less. **It's a platform for powerful apps that combines simplicity and functionality into incredibly user-friendly solutions.** You can automate processes and streamline data management, integrate with third-party apps and APIs, and more. With our unified platform, you can explore all the latest tech features from BI & analytics to artificial intelligence to smart integrations. You can choose to build your own personalized application, or pick from a range of prebuilt ones in our App Deck—one way or another, it's the perfect fit for your nonprofit.

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The best part? **We're mobile-ready right from the get-go.**

Being a low-code platform, Zoho Creator is centered around giving you the power to express-launch entire app ecosystems that can carry out your day-to-day operations. From organizing, running, and tracking fundraisers to recruiting new volunteers, everything's possible from a single place.

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Below, we've listed several functions common to nonprofits across a range of verticals. We've also elaborated on how Zoho Creator's apps can be used to handle these functions, albeit in a simpler and faster way.
Take a look.

Volunteer recruitment, engagement, and retention

Fundraising activities

Data analytics and reporting

Event planning and execution

Expense management and bookkeeping

Donor management

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Volunteer recruitment, engagement, and retention

People are an invaluable resource, and this is especially true for nonprofits. The more people you have, the more efficient your activities become. **But every potential volunteer has to be carefully screened, vetted, and recruited**; and that's not all. They're only as attached to the organization as the organization is attached to them, which creates a need for another vital task—engagement.

Zoho Creator lends campaign managers a hand in this respect, through advanced workflow automation. You can schedule

emails to send based on flexible triggers, ranging from a person signing up to volunteer to when a new event is scheduled to take place. Automated follow-up and newsletter emails can also be arranged, ensuring that volunteers are always on board with whatever you're up to.

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Fundraising activities

Fundraising is the crux of any nonprofit's operations. No matter how noble your goals are, fulfilling them is an unsustainable exercise without sufficient funds. And to raise those funds, you'll have to get the word out.

Our apps have the functionality to run and manage entire campaigns, all through a single interface.

Got a fundraiser coming up? Automatically notify all your stakeholders via email the moment you register it within your app. After that, give willing donors a convenient portal for them to contribute through. To make things easier, Zoho Creator integrates seamlessly with PayPal and other payment gateways. You can then monitor the monetary progress of your fundraiser through real-time reports, and even restrict people from donating once targets are met.
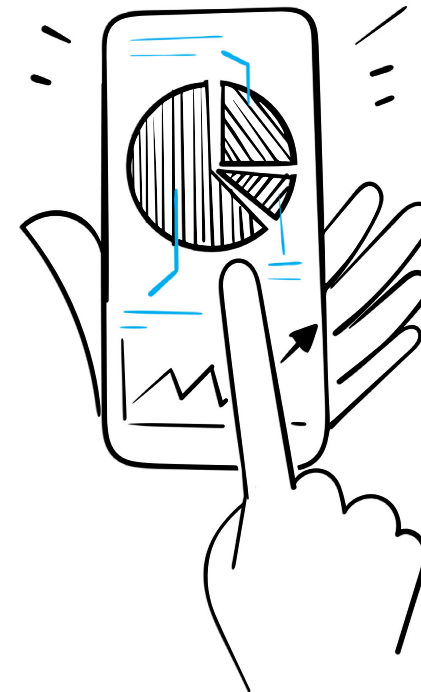
Data analytics and reporting

Analyzing past trends, like event turnout, donation patterns, and volunteer demographics, can help you maximize your reach and impact for every campaign. Of course, to do this you'll need easily decipherable reports that save you the trouble of analyzing row after row of data on a spreadsheet.

Reporting in Zoho Creator is completely straightforward. If you've got data, all you need to do to is specify display preferences and click a button. Voila! Instant report.

Choose from a diverse collection of visual charts, and view exhaustive drill downs in the same window by clicking on different regions of the report. With Zoho Creator, you won't have to rely on IT for another annual ROI compilation ever again.

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Event planning and execution

Whether it's a charity auction or a gala, proper planning can bring out a bit more of the fun in fundraising. But there are a ton of factors to consider, and juggling myriad administrative tasks, while also keeping tabs on the numbers, can get a little out of hand.

Thankfully, Zoho Creator hosts a variety of features that make planning and executing events a breeze. Incorporate web forms into your registration setup to allow attendees to sign up, so you can gauge the expected turnout for the event.

You can restrict sign-ups to a defined geographical location, too—setting up geofences on Creator takes mere seconds.

After that, automatically send email or SMS notifications to potential attendees to ensure they don't forget to show up. What's more, you can tweak registration forms to include referral links to get the word out. Finally, customizable calendar-style reports ensure that planning and scheduling events never has you reaching for a notebook again.
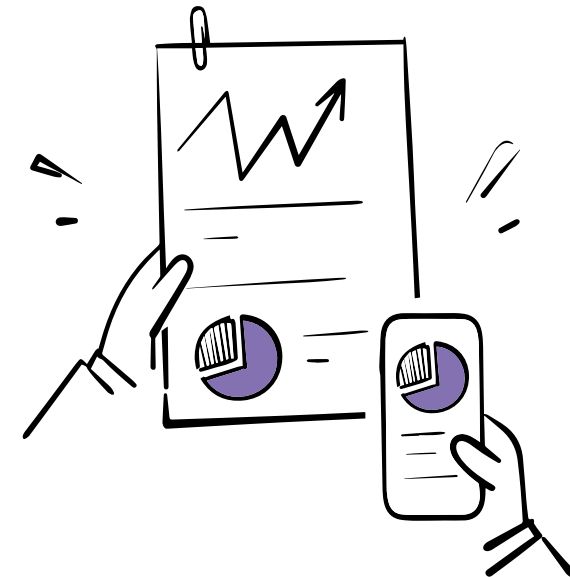
Expense management and bookkeeping

Spreadsheets work. We get it. But for how long? Your revenue is likely to come from a number of disparate sources, in varying amounts, and at random points in time. As you keep track of your earnings, you also need to assign them to the tasks you're trying to raise funds for. And in the middle of all this, you have to account for your operational expenses. Now that's a lot of work for your average spreadsheet!

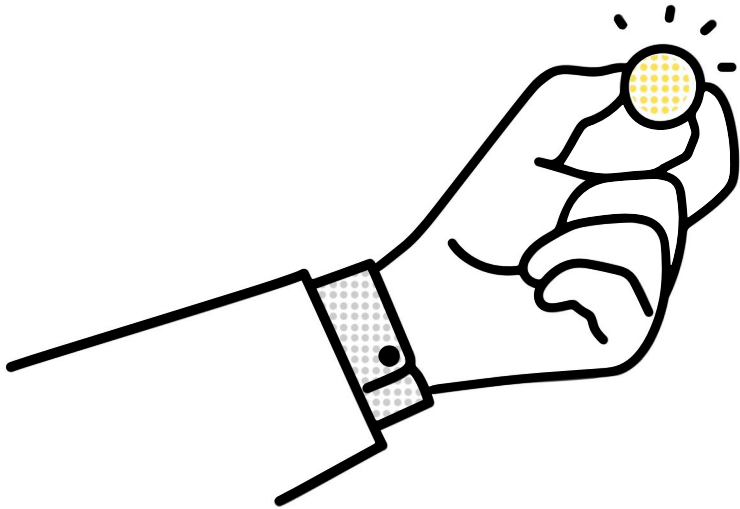With Zoho Creator, keeping tabs on expenses is a cinch. Easily automate tasks like revenue calculation and expense extrapolation over set periods. Issuing valid receipts to every donor doesn't have to be manual anymore, either. Simply pull up individual donors' reports, and print them out. And integrating with a host of popular accounting software applications—like Xero, Zoho Books, and QuickBooks—only takes a matter of minutes, and can be configured to work in fluid cohesion with the rest of your application.

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Donor management

SIt's vital for every nonprofit to maintain a relationship with their donors. With the right donor management system, you can improve your fundraising more effectively. But maintaining individual donor profiles seems daunting, doesn't it?

Thankfully, we've got the perfect solution for you. With Zoho Creator, you can build your own donor management system to maintain individual donor profiles and use custom filters and groups to create targeted donor lists based on past giving, engagement level, campaign purpose, and more, from a single location. You can even notify them all at once whenever a new campaign is created, to gauge their interest.

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But that's not all

When you pick Zoho Creator, you don't just get a platform. You gain access to an entire community of like-minded customers and developers around the world.
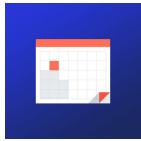
The **Zoho Creator Marketplace** is a repository of applications built by our customers. If a user wishes to share an app, all they need to do is get it approved by one of our experts. It can then be published and made available to the entire user base.

The **Partner Ecosystem** is a network of Zoho-certified developers whom you can enlist to build personalized apps that perfectly synchronize with your business needs. If you're after an enterprise-grade turnkey solution, look no further.
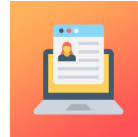
EXPLORE THE MARKETPLACE

HIRE A CERTIFIED DEVELOPER

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The **App Deck** is a collection of ready-to-install applications built and tested by our in-house development team. Just browse, install, customize, and you're all set! We've built three apps in particular that cater exclusively to non-profits:

Event Management

Plan, organize, and execute events end-to-end.

Donor Management

Plan, organize, and execute events end-to-end.

Volunteer Portal

Plan, organize, and execute events end-to-end.

EXPLORE APP DECK

More than 500 nonprofits trust Zoho Creator

Here's what some of our happy customers have to say...

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Center for Victims and Human Rights

Indianapolis, USA

CVHR is a legal firm that handles litigations for underprivileged victims of domestic violence. Administrative staff use apps built on Zoho Creator to manage expenses and keep tabs on case proceedings.

Zoho Creator has impacted our success in a very positive way, specifically in reducing the time it takes to collect and record data, as well as making relevant data more easily accessible.

Raio Krishnayya
Founder and Executive Director

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Team Everest

Chennai, India

Team Everest is a not-for-profit organization whose primary focus is the education of destitute children. Management handles fund tracking, HR, and student attendance, among other things, using apps built on Zoho Creator.

> **We were able to automate about 80% of our manual work. We've managed to build a mini NGO-specific CRM on Zoho Creator.**

Karthee Vidya
Founder

ZOHO Creator

FoodCycle Indonesia

Banten, Indonesia

FoodCycle Indonesia is a nonprofit organization that aims to break the hunger cycle of underprivileged communities by redistributing untouched surplus food, reprocessing imperfectly perfect produce, and recycling food waste from various sources, like wedding parties, bakeries, corporate lunches, supermarkets, and FMCGs.

Astrid Paramita
Co-Founder

Zoho Creator is very user-friendly. Unlike traditional programming languages, anyone with basic digital literacy can explore this low-code platform and build custom solutions. We could drag and drop forms and modules in our case, and we had a basic application ready to deploy. As your requirements grow and you need a more structured and complex solution, you can always reach out to the Creator team.

And coming from a small business setup, it's cost-effective. I love that it's subscription-based, and we don't have to spend thousands of dollars on solution development. Zoho Creator has lowered the barrier for small businesses and has given us access to enterprise-level technology. Now that's empowering!

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CFC Canada

Toronto, Canada

Community Food Centres Canada is a national nonprofit organization that was founded in 2012. Their mission is to build health, belonging, and social justice in low-income communities across Canada, through the power of food. One of the ways they try to achieve this is by building vibrant centers and programs in low-income communities where food is used as a tool to help people improve their lives.

> **Zoho Creator helps us track how the level of activity is changing at these centers, and take action accordingly. For example, it helps us track if any center is having fewer participants or serving fewer meals. Creator helps us initiate conversations with our partners about why this dip in numbers has taken place and steps we can take together to address it.**

Melissa Yule
Research and Evaluation Manager

ZOHO Creator

GRRNT

Texas, USA

Golden Retriever Rescue of North Texas (GRRNT), founded in 1997, is an all-volunteer nonprofit organization, with the mission to rescue, care for, and place Golden Retrievers in permanent, loving homes, and to educate the general public about responsible pet ownership.

Zoho Creator has allowed us to track applicants, fosters, and dogs all in a central place. We're able to access the information as needed and it's all in one place!

Michelle Qualls
Medical Coordinator

About us

At Zoho, we believe that no good deed should go unrewarded. Your objective is undeniably important—so we'd like to lend you a hand! Zoho Creator provides you with tools that enable you to make running the show a much easier task. See for yourself!

zoho.com/creator

We'd love to talk! Reach out to us:

hello@zohocreator.com