



Cloud Ecosystems for NGOs

EMPOWERING IMPACT THROUGH GOOGLE WORKSPACE



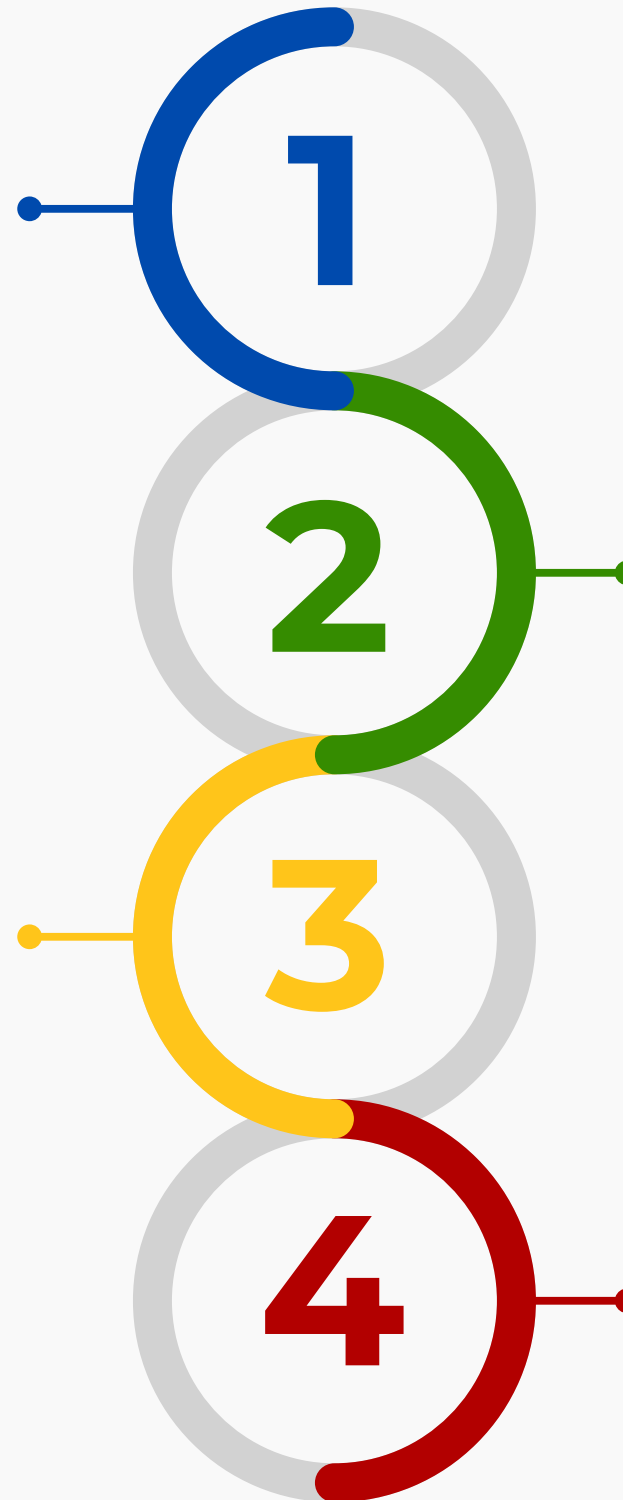
Co-funded by
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Cloud Office Programs

Cloud technology enables data to be stored and processed over the internet.

It enables making working processes more efficient and managing resources.



It offers advantages such as fast access, collaboration, and data security.

It is offered to NGOs free of charge or with high discounts.

Advantages of Cloud Office Technology



Less Costs

By reducing server and infrastructure requirements, it lowers costs



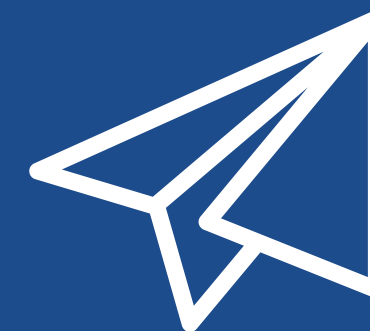
Efficiency

Continuously updated cloud systems speed up working processes.



Accessability

It works regardless of the device, wherever there is an internet connection.



Flexibility

It can be rapidly expanded or reduced according to seasonal needs.

Overcoming Barriers to Adoption

Despite the clear benefits, **some nonprofits hesitate** to embrace Cloud technology due to concerns about migration complexity, staff training, and integration with existing systems.

However, these challenges can be mitigated with the right strategy:

Choosing user-friendly platforms

Opting for intuitive, easy-to-use Cloud solutions reduces the learning curve for staff and volunteers.

Partnering with the right providers

Working with technology partners who understand the nonprofit sector ensures smooth implementation and ongoing support.

Prioritizing integration

Selecting solutions that integrate seamlessly with existing software helps avoid operational disruptions.

Google Workspace

Google Workspace is Google's integrated cloud-based office solution.

It enables email, file management, document editing, and collaboration with interconnected applications.

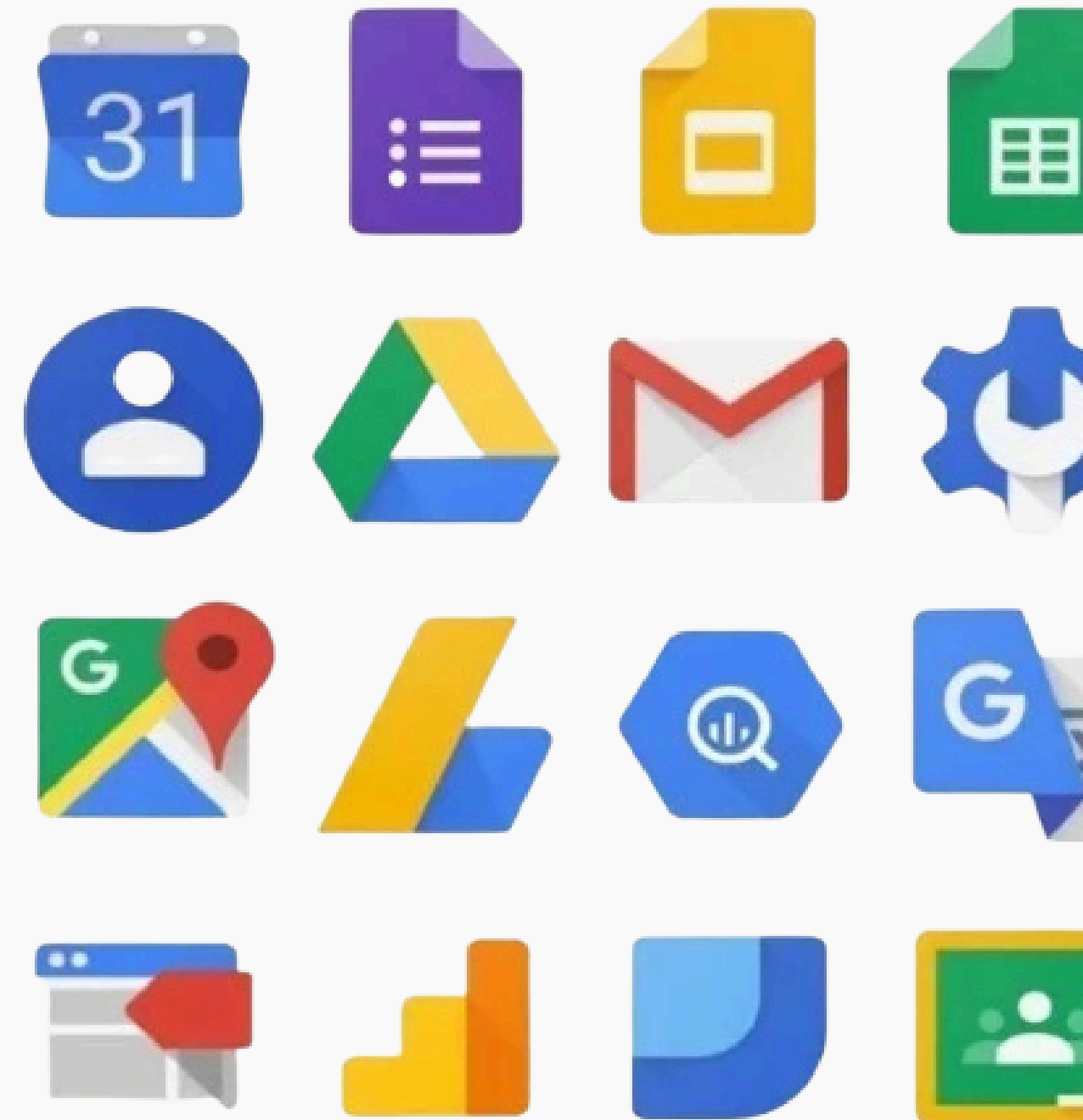
These days, Workspace is also inclusive of Google's powerful AI technologies, such as Gemini, Google's primary AI assistant, and NotebookLM.



Google for Nonprofits Program

If your organization is enrolled in **Google for Nonprofits**, you automatically qualify for free access to Google Workspace tools with AI built in. That includes Gemini, NotebookLM, and AI-powered features in Gmail, Docs, and Sheets. There's no new application or add-on required. You're already sitting on the value—you just need to use it

Typical subscriptions to these technologies don't come cheap, and Workspace offers business users tiers of access corresponding to their paid plan level. But these AI tools, among Google's most powerful products, are available to Google for Nonprofit users for free



[go to the related link](#) 

Google Drive

“Your Digital Office”

Google Drive allows users to store files in the cloud (on Google servers), synchronize files across devices, and share files.

It helps you to create a structured "Project Archive" for your organizations.

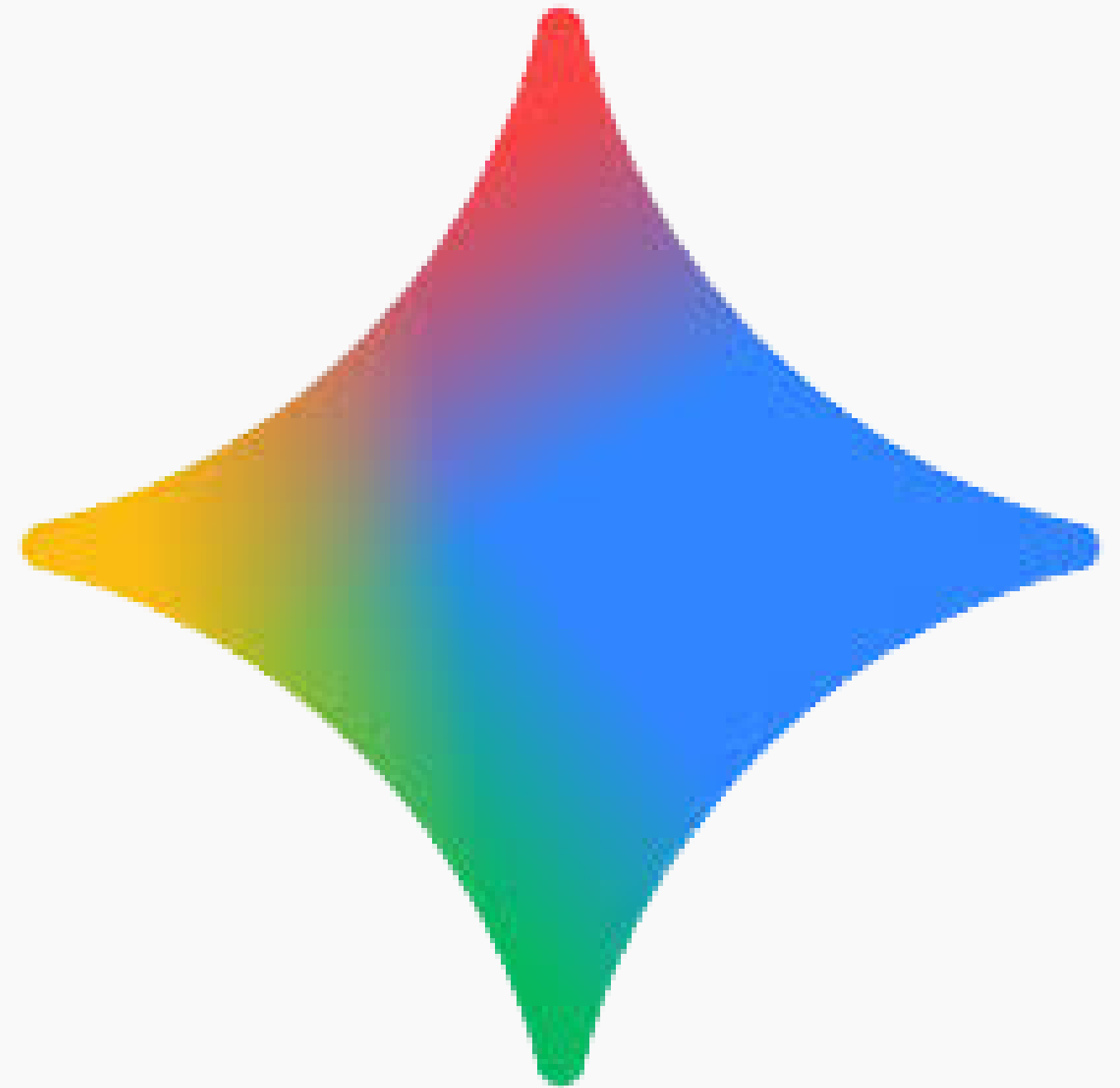
Shared Drives help you to ensure the organization owns the files, not just the individual employee.



Gemini

Gemini is **Google's AI assistant** and a strong alternative to tools like ChatGPT. It's capable of writing grants, creating social copy, summarizing research, building spreadsheets, and more.

These AI tools, among Google's most powerful products, are available to Google for Nonprofit users for free.



Google Docs, Sheets, Slides



Google Docs

Real-time document editing and sharing.

Co-authoring grant applications or project newsletters in real-time.



Google Sheets

Creating and analyzing online spreadsheets and data.

Participant registration forms, volunteer applications, and impact assessment surveys.



Google Slides

Creating and editing presentations.

Google Analytics

Google Analytics is a powerful tool used to monitor and analyze website traffic.

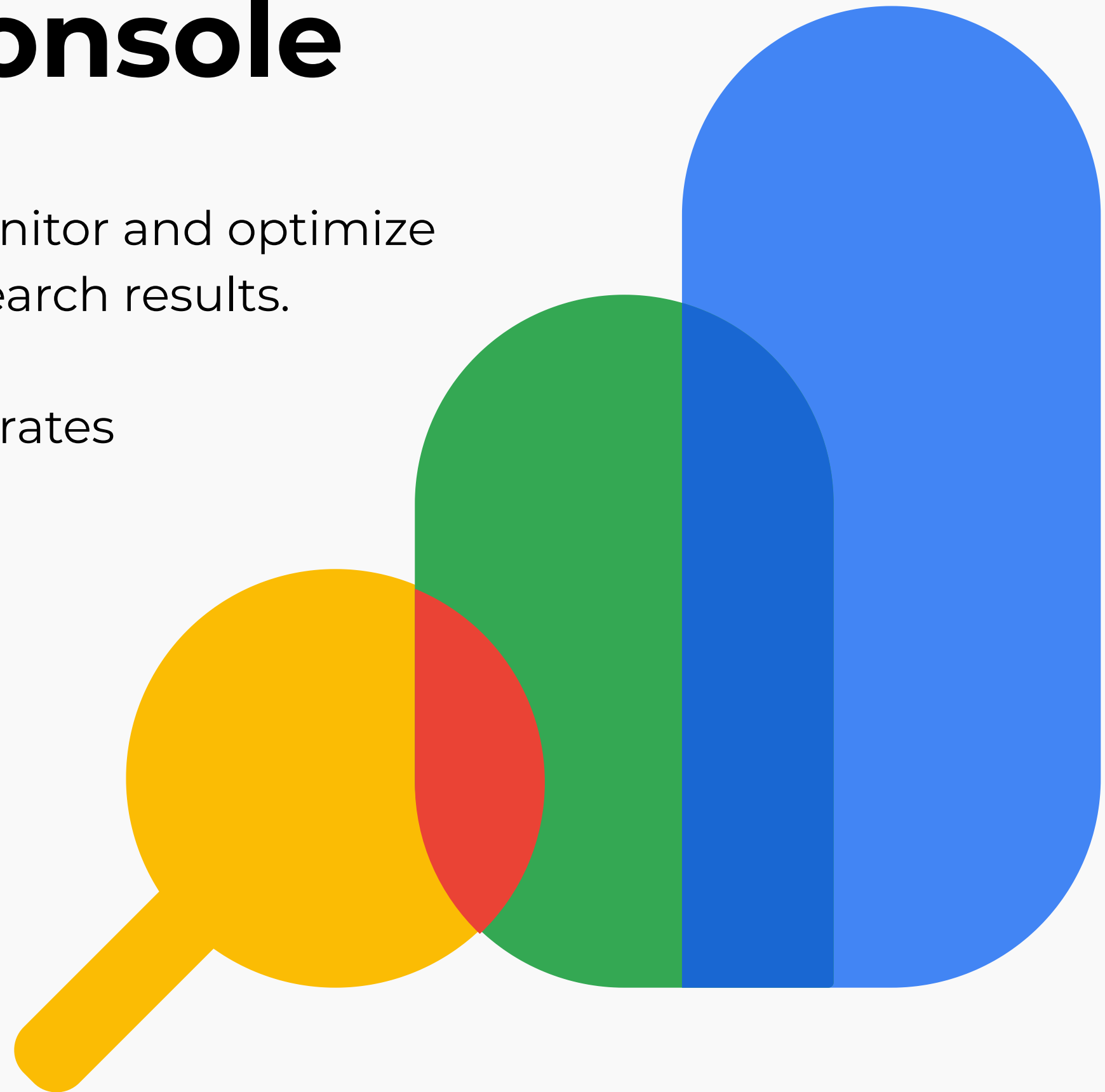
- Visitor numbers and demographic information
- Traffic sources (organic, referral, social media, etc.)
- Page views
- Conversion tracking and goals



Google Search Console

Google Search Console allows you to monitor and optimize your website's performance in Google Search results.

- Keyword rankings and click-through rates
- Impressions, clicks, and CTR
- Site errors and mobile compatibility
- Backlink analysis



Google Trends

Google Trends provides a random sample of aggregated, anonymized, and categorized Google and YouTube searches.

It lets you analyze interest in a particular query or topic from around the globe or at city-level geography.



Google Calendar & Meet

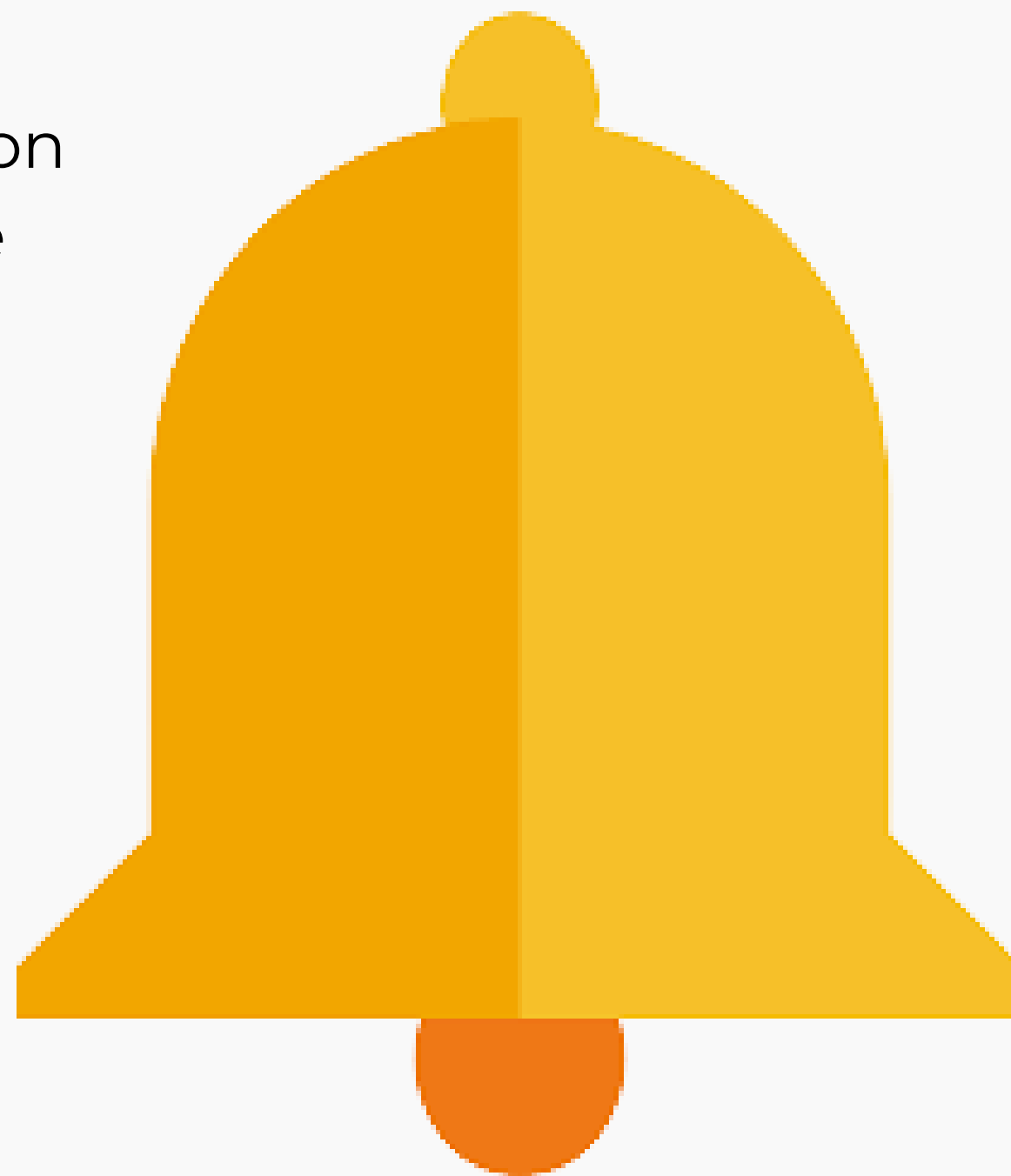
Google Calendar is a versatile and visually appealing application that makes scheduling appointments, meetings, and other events simple to do.

With Google Meet, you can hold unplanned video meetings on the go, host or attend virtual training classes around the world, perform remote interviews, and much more.



Google Alerts

Google Alerts is a powerful tool that helps you stay on top of all the things that are important to you. Once you set it up, you'll get email notifications any time Google finds new results on topics you care about.



Advanced Google Search

You can narrow results for complex searches with Advanced Search. For example, you can find sites in German that were updated in the last 24 hours or clip art images in black and white.

In Advanced Search, you can choose words or phrases to include or remove from your results. You can choose:

- “All these words”: Results use all the words you enter.
- “This exact word or phrase”: Results include one exact word or phrase you enter.
- “Any of these words”: Results include at least one of the words you enter.
- “None of these words”: Results don’t have any of the words you enter.
- “Numbers ranging from”: Results include a number between the 2 numbers you enter.

Advanced Google Search

“quotation mark”

To search for the complete phrase in the correct order, enclose the words in quotation marks: “the phrase you are looking for”.

“Google bought *”

The asterisk (*) symbol is a wildcard character that you can use in place of any word.

site:

If you want your search to be performed within a specific website or site type (.com, .edu), add `site:` to the beginning of your query.

site:abc.com search
site.edu search

filetype:pdf

You can search for specific file types by typing `filetype:` followed by the 3-letter file abbreviation (such as DOC, XLS, PPT).

erasmus projects
filetype:pdf

Advanced Google Search

$(2+7)/6=$

You can use Google like a calculator and perform all basic mathematical operations.

USD = TRY

You can easily convert currencies on Google using the most up-to-date exchange rates.

1500 USD = TRY

inurl:

It finds the searched word in the website's address bar.

*inurl:ali selim
allinurl:ali selim*

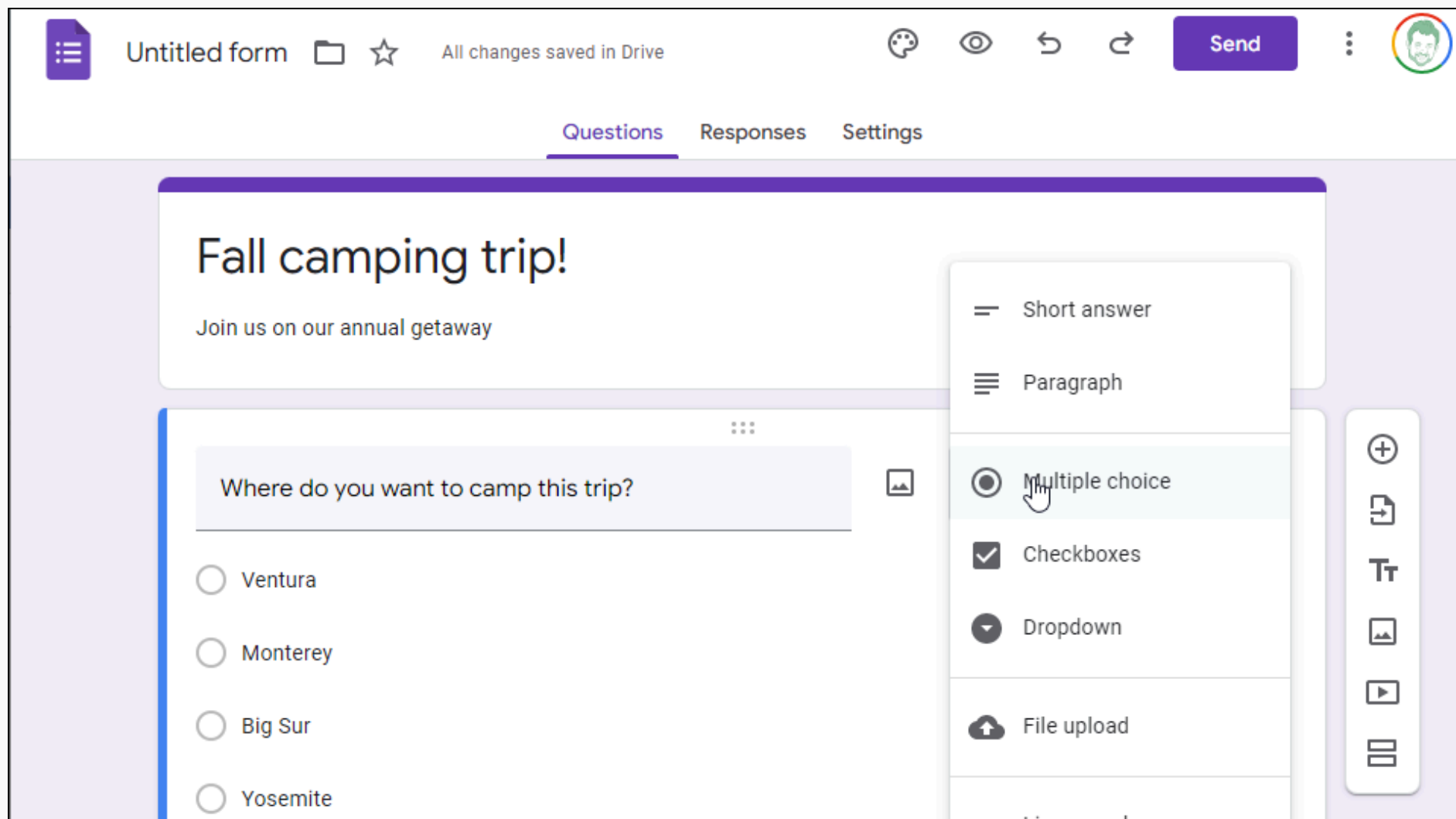
intitle:

To find a term only in article titles, type `intitle:` and add your search term. If you search for multiple words, it will only search for the first word in the title.

*intitle:ali selim
allintitle:ali selim*

Google Forms

You can use Google Forms to create online surveys, quizzes, and forms, send them to others to fill out and then analyze their responses in real time.



The screenshot shows the Google Forms editor interface. At the top, there's a header with 'Untitled form', a folder icon, a star icon, and the text 'All changes saved in Drive'. To the right are icons for chat, eye, undo, redo, a 'Send' button, and a profile picture. Below the header are tabs for 'Questions', 'Responses', and 'Settings'. The main content area has a title 'Fall camping trip!' and a subtitle 'Join us on our annual getaway'. A question is being edited: 'Where do you want to camp this trip?'. Below the question are four radio button options: 'Ventura', 'Monterey', 'Big Sur', and 'Yosemite'. A dropdown menu is open on the right, showing options: 'Short answer', 'Paragraph', 'Multiple choice' (which is selected), 'Checkboxes', 'Dropdown', and 'File upload'. At the bottom of the menu, 'Linear scale' is partially visible. On the far right, there's a vertical toolbar with icons for adding, deleting, duplicating, and other actions.





the presentation is over

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