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Similar to private companies, your nonprofit organization gets a constant stream of recommendations on how to use the latest mobile technology to renew and re-engineer your brand.

Trends in the mobile sector place demands on resource conscious nonprofits to take advantage of the proliferation of mobile—with more than 1 billion people around the globe with tablets, smartphones and other mobile devices.

Nonprofits must balance the use of mobile technology with mission-driven experiences for their main shareholders. You do not have to re-define your not-for profit enterprise, but be flexible and creative in the use of mobile technology.

Many nonprofits have identified a key strategy and have started by redesigning their website to ensure that users of mobile devices have the best experience possible. Following are 4 ways mobile is changing the nonprofit world.

1) Mobile cloud computing

Tech-savvy nonprofit organizations seeking to minimize the time and resources they spend on information technology (IT) infrastructure maintenance can allocate a larger portion of the budget for their IT resources on a technology that supports their mission and called the "cloud."

Cloud computing refers to the delivery of hardware and software services over the Internet. It eliminates the need to host your own servers and provides a host of other advantages for nonprofits, including document collaboration and storage, remote access to constituent database software updates, organization-wide email and other capabilities.

When you add to cloud computing the worldwide growth in the use of smartphones and tablets, you have the "synergy" of mobile cloud computing with the flexibility and scalability required to meet the ebb and flow of operational and fundraising demands. Not-for-profit organizations gain from a management and a technical perspective.

2) Text messaging

Many organizations have replaced slow, ineffective direct mail and email with group text messages for communication with members of their organizations.

Texting facilitates communications and eliminates the probability of communications getting lost or filtered by SPAM.

You can use software that allows you to build your nonprofit community by using a more cohesive and comprehensive approach to notify your members about news, events, actions and other information. Text messaging allows for two–way communication and the capability for members to respond immediately.

Organizations are using text messaging in combination with specially designed e-mail messages that are easy to read and respond to by members. The nonprofits using this method have found out those supporters who sign up for text outperform donors in the similar databases by a wide margin.

Text messaging provides flexibility in how nonprofits communicate with their supporters. For example, donors who are comfortable conducting transactions over mobile devices can receive a text with an embedded donation link. Donors who prefer another method for making their donation would receive a phone number in the text.

The affordable price structure of text messaging makes it a cost-efficient option for a nonprofit operating on a tight budget.

3) Mobile processing

Nonprofits can take advantage of the ability to process transactions over 3G or wireless connections. Some studies suggest that as much as 10% of the people who visit the donation page of nonprofit entities use their tablet or smartphone.

This requires the organization's website to have a mobile-friendly donation page specifically optimized for mobile viewing, allowing donors to your organization to complete a secure credit card transaction on their smartphones or accept pledges.

A common use of mobile processing is to send a general appeal announcement to a participant's email via smartphone.

4) App development

With the move toward open data, many nonprofit organizations are creating mobile applications (Apps) to utilize the availability of this information. The app should focus on providing the end-user a specific experience and help the person in some way. The guideline for apps development should be led by the service needs of the nonprofit's members.