

Dropbox for Business helps Meritus College Fund create a brighter future for graduates

Meritus College Fund is a nonprofit organization that provides low-income, Bay Area high school graduates with college scholarships. Every year, students are selected to receive financial support, mentoring, and career guidance — through relationships with Meritus and individual donors in the community.



Looking for best-in-class performance

Since 1996, Meritus College Fund has given disadvantaged teens something they might have otherwise never received: the opportunity to pay for college. Each year, the organization accepts applications from interested students, then holds a special ceremony in the spring to award scholarships to those who are selected.

One of the most critical components of the award ceremony is a printed program that Meritus creates to share the winning scholars' stories with event attendees. Assembling the program requires collaboration with photographers and graphic designers — with multiple rounds of imagery and artwork exchanges.

In the past, Meritus relied on email to pass photos and layout versions back and forth, between outside contractors. As Development Manager Michelle Forshner explains, "We needed an easier way to do everything. Trying to use email or other ways to transfer our data just got clunky."

Switching to Dropbox for Business offered Meritus a more convenient and controlled way to tackle collaboration on important projects.

"Dropbox for Business helps us create marketing materials that tell our story to the local community. As a result, our visibility to potential donors has increased, allowing us to support even more graduates."

Diana Wolf, Executive Director, Meritus College Fund

Streamlining the creative process

With Dropbox for Business, completing the yearly award ceremony program was much easier than it had been in the past. Instead of scrambling to share files through email or file-sharing services, Meritus staff members used Dropbox to collect the photographer's images, share files with the designer, and view design iterations. Forshner says, "We were finally able to review

Company: Meritus College Fund

Requirements

- A system built to handle high-res photos and other large files
- A simple way to collaborate with outside vendors
- More control over who has access to files

Solution: Dropbox for Business

Results

- Faster uploads and transfers of big files
- Improved productivity and organization
- Simplified production of critical communication materials

pre-press proofs without having to huddle around one computer to see them. Each person could log into Dropbox and access the files easily — whether in the office or on a laptop at home. Using Dropbox really proved to us that we can work together and share without limitations.”

In addition to relying on Dropbox for larger projects like the award ceremony program, Forshner has also used it to get smaller collateral pieces produced through her local printer. “It’s so much simpler to save huge, raw files into Dropbox than to send multiple emails with everything I need,” she says. “Dropbox is so much more efficient.”

Amidst managing all the event preparations and printed materials, Meritus has also been working on an update of its company logo and website. Again, Dropbox for Business has aided in the process by allowing the organization to share mastheads, graphics and high-res photos with outside web designers. Diana Wolf, Executive Director of Meritus College Fund, says, “Dropbox has made sharing really quick and easy.”

Now that the Meritus team is familiar with Dropbox for Business, they’re even planning to use it for correspondence with donors. With shared links, they can send out regular e-newsletters, and give people the option to click through to access additional photos or other information stored on Dropbox.

Supporting the Meritus mission

The biggest overall benefit Meritus has realized since adopting Dropbox for Business is improved productivity. Forshner no longer has to worry about finding ways to transfer files or waiting for lengthy uploads. She can devote her time to other tasks that help support Meritus scholars and bring in more donations. She says, “By using Dropbox, I’m able to reduce my file transfer time

“Dropbox for Business is like a server, but it lets us easily share files with people who aren’t connected to our physical Meritus server.”

Michelle Forshner, Development Manager,
Meritus College Fund

and overcome some of the hurdles I’ve encountered when exchanging large amounts of information with my contractors and printers. It has definitely helped in terms of productivity.”

Forshner also believes Dropbox for Business helps Meritus employees stay more organized. “All of our files on Dropbox are dated and titled, so I know exactly where everything is,” she says. “If I want to access something I uploaded two months ago, it’s there. Dropbox for Business is like a server, but it lets us share files with people who aren’t connected to our physical Meritus server.”

All of this adds up to a more efficient way for Meritus College Fund to develop communication pieces that support its mission. Wolf explains, “Dropbox for Business helps us create marketing materials that tell our story to the local community. As a result, our visibility to potential donors has increased, allowing us to support even more graduates.”



About Dropbox

Dropbox lets you bring your docs, photos, and videos anywhere and share them easily. Keep files up-to-date across multiple devices and stay in sync with your team — effortlessly. Dropbox for Business also offers administrative tools, phone support, and as much space as you need.

To learn more about what Dropbox for Business can do for your organization, please visit www.dropbox.com/business or email us at sales@dropbox.com.