

Digital Resources and Tools: Compiled by Nasima Pfaffl March 2021



Integrated Solutions

Most well-known and free **Google Apps**- google.com. G drive, gmail, sheets, slides, hangouts, photos, and many more. Tons of capacity for free

Also has G Suites <https://gsuite.google.com/> which is for business and organizations. It provides more storage, additional features, and a branded email address person@yourorg.com etc.

Zoho.com- Suite of 100s of apps including project management, contact manager, video conferencing, docs, email..... ZohoOne is a great deal for a ton of integrated apps.

Wild Apricot: Integrated membership management suite, website, database, events, e-news/email, store, payment processor <https://www.wildapricot.com/>

Nation Builder: Integrated membership/advocacy management suite, website, database, events, e-news/email/text, donation and payment processor. <https://nationbuilder.com/>

Integration of state alone solutions: Solving the problem of getting your tools to talk to each other, limit importing and exporting. Creates automated processes between your platforms. Includes a free level and has 100s of preset integrations for many of the different tools listed on this resource sheet.

<https://www.integromat.com/en/pricing>



Communication Tools

File Sharing:

Dropbox-Now includes options for online docs (like google docs) and task management

Google Drive- Best free solution. Sometimes issues with people who don't have g-mail accounts.

Facebook Groups. This can be away to share files but clunky

Video Conferencing:

Zoom-<https://zoom.us/pricing>. Free for meetings lasting under 40 mins. 14.99/mo for longer meeting

GotoMeeting- \$12-14/mo. 150 participants and unlimited time

Polleverywhere- <https://www.polleverywhere.com/plans> A free level allows up to 25 responses. So an awesome way to make a word cloud in a smaller meeting for free. Also a lot of educators have access to poll everywhere for classroom use. You may have someone in your group who has an account you can use.

Join Me - <https://www.join.me/pricing> 3 people is free. \$10/mo for 5 people, no meeting length limits.

Start Meeting- <https://www.startmeeting.com/> \$12.95 for one host and no limit on time or participants

Zoho Meetings- <https://www.zoho.com/meeting/meeting-pricing.html> \$8-10/mo for one host, 100 participants and no time limit. Lacks some features but cheaper.

Zoho Webinars- <https://www.zoho.com/meeting/meeting-pricing.html> \$19/mo for 25 attendees. Cheap but not as full featured

Free Conference Calling: <https://www.freeconferencecall.com/>

Slack : Alternative to Email: Put all conversations together. <https://slack.com/pricing>. 6/user/mo includes 15 person video conferencing.

Video:

You Tube- Free. How to create Channels and upload videos <https://support.google.com/youtube/answer/1646861?hl=en>

Vimeo- Lowest \$7/mo (billed annually). Sufficient for most uses. Better for longer video. More privacy and use controls

Facebook Live

Broadcast Texting Tools

- <https://www.dialmycalls.com/pricing>
- <https://phone2action.com/products/advocacy/communications/>
- <https://www.eztexting.com/>
- Also an add-on to Nation Builder Suite

Email customization and optimization

<https://zapier.com/blog/organize-search-automate-gmail-inbox/>

Easy Website Platforms. Can create professional looking websites in a short amount of time. Logo creators, templates, and ecommerce solutions.

- Wix
- Weebly
- Squarespace
- WordPress (this is a more advanced platform to work with that takes more know how. Powers 1/3 of websites today)
- Wild Apricot (Integrated Suite of Membership Org Solutions)

- Nation Builder (Integrated Suite of Advocacy Org Solutions)

Comparison of site platforms: www.thebest10websitebuilders.com/

E-newsletters: Lots of email marketing solutions out there. Some even built into other solutions like CRMs. Wild Apricot and Nation Builder include eblast capacity in their integrated suite of tools.

- Mailchimp- By far my favorite email tool. Best Social Media integration. Best integration with other platforms and tools as well. Now includes so simple CRM tools and Website Builder Beta. Good Free level to begin for 2,000 contacts.
- Constant Contact
- Zoho and many others



Social Media Management:

Helpful Blog on what Social Media Management tools are and why you might want one.

<https://iag.me/socialmedia/7-must-have-social-media-management-tools-2020/>

Detailed comparison of major tools Hootsuite, Sprout Social, and Agorapulse.

<https://iag.me/socialmedia/the-hidden-pricing-of-social-media-tools-revealed/>

HootSuite-Social Media Aggregator \$29/mo

https://signup.hootsuite.com/na-eng-social-media-management/?utm_source=google&utm_medium=cpc&utm_campaign=selfserve-bau-na-en--us-pua-google_search_nonbranded_bmm-cpa&utm_term=%2Bsocial%20%2Bmedia%20%2Btool&gclid=Cj0KCQiAsbrxBRDpARIsAAAnz_OpWr0CTS_HCCLoDph28STKo8zgXChApnZHmqoQeUZN2DbWmDqSU8wUaAux-EALw_wcB

Difficult to find link to Hootsuite Free Plan: <https://hootsuite.com/plans/free-offerings>

www.loomly.com More content manager than full on management. Cheaper and helps with content more



Database/CRM:

Article explaining difference between spreadsheets and databases

<https://blog.sheetgo.com/data-science/database-vs-spreadsheet/>

Article on how to improve how you put together spreadsheets <https://blog.sheetgo.com/spreadsheets-tips/5-best-practices-for-spreadsheet-data-structure/>

Article on how to connect Google Forms to Google Sheets to improve input of data to spreadsheets <https://blog.sheetgo.com/google-sheets-features/how-to-connect-google-forms-to-google-sheets/>

Tools:

Zoho Contact Manager- <https://www.zoho.com/contactmanager/>

Zoho CRM- <https://www.zoho.com/crm>

CiviCRM- Contact, Membership, Event, Email, Contribution Management, Reports. Takes some tech know hoe to implement

<https://civicrm.org/>

<https://civicrm.org/spark>

Integrated Membership Database Platforms:

Personify/Wild Apricot <https://www.wildapricot.com/pricing-na>

Nation Builder <https://nationbuilder.com/>



Project Management

Capterra Comparison of Project Management Software

https://www.capterra.com/sem-compare/project-management-software?gclid=CjwKCAiA98TxBRBtEiwAVRLqu3kpgz22E1UpdgSVMbb4rxZDpt6l1r6W6XdWMqawdJn_XLELGrwSaRoCo3oQAvD_BwE

Another Review: <https://biz30.timedoctor.com/zoho-projects-review-and-alternatives/>

Asana-Has a free level: <https://asana.com/pricing>

Wrike- Free account can be used for task management with 5 other users. Or if want Gantt charts for project management. 9.80 per user.

Task List App Review: <https://blog.hubspot.com/marketing/best-to-do-list-apps-tools>

Zoho Project- <https://www.zoho.com/projects/>

Monday.com- Cool but more expensive. Although they actually list prices on website which is a step up from some <https://monday.com/pricing/>



Digital Fundraising Tools

Mighty Cause: Good free plan to do fundraising campaigns. Widget to embed on website, facebook, etc. Also includes an option for a full suite that includes CRM, mail etc \$99/mo

<https://www.mightycause.com/nonprofits/advanced>

List of 10 fundraising online platforms

<https://mashable.com/2011/03/14/social-good-fundraising-tools/>

GoFundMe and GoFundmeCharity – Low processing rates for non-profits and individuals

<https://charity.gofundme.com>

email, text messages, social media platforms. Charity version also gives you our donor data.

- ▶ List of 10 fundraising online platforms: <https://mashable.com/2011/03/14/social-good-fundraising-tools/>



Additional Tools

Legislator Engagement and Lookup Tools:

Engagement: One Click Politics (There are many others, but this has been used by a state group successfully). This is an expensive but very easy to use tool for supporters to engage with legislators via patch through calling, email, text, video, social media etc. Group can create rotating messages and subject lines. Owner stated in March 2021 if a group of states combined together to buy a year contract that he would provide a significant discount. <https://oneclickpolitics.com/advocacy>

Look-up Tools: Contact My Politician: Contact local to federal level politician. No preset message or subject lines. A lot of other tools in this area do federal contacts but not state or local.

<https://www.contactmypolitician.com/home/about-us>

<https://www.countable.us/about/widget-> Nice looking widget using javascript (so easy to embed)

<https://www.commoncause.org/find-your-representative/addr/#>

<https://www.congress.gov/state-legislature-websites>

How to embed search widget on website <https://www.congress.gov/help/fag/how-to-embed-search-box>

<https://openstates.org/>

Word Press Plugin for Congressional look up. Includes google maps feature
<https://wordpress.org/plugins/congresslookup/>

How to use hashtags:

<https://blog.hubspot.com/marketing/hashtags-twitter-facebook-instagram>

<https://blog.hootsuite.com/how-to-use-hashtags/>

Use hastags to find posts and topics you have posted on facebook
<https://www.facebook.com/help/587836257914341>

Graphics tools

Article that describes different logo and design tools <https://www.mycompanyworks.com/top-12-free-logo-design-services-and-some-cheap-ones/>

Logo /Graphics : <https://www.canva.com/>

Social Media and Web posts: <https://crello.com/create/facebook-post/>

Url shortener: <https://bitly.com/> This just one example. There are many.

Non-Profit Resources: Tech Soup: If you are a 501c3 or have a partner who is. You can get access to much reduced software and software services. <https://www.vtrural.org/programs/digital-economy/services/nonprofit-advising/toolkit>

Progressive Exchange- Community of progressive advocates/staff sharing ideas on tech and related issues. <http://www.progressiveexchange.org/login.htm?message=signinrequired>

Evaluating Your Digital Needs

<https://www.vtrural.org/programs/digital-economy/services/nonprofit-advising/toolkit>