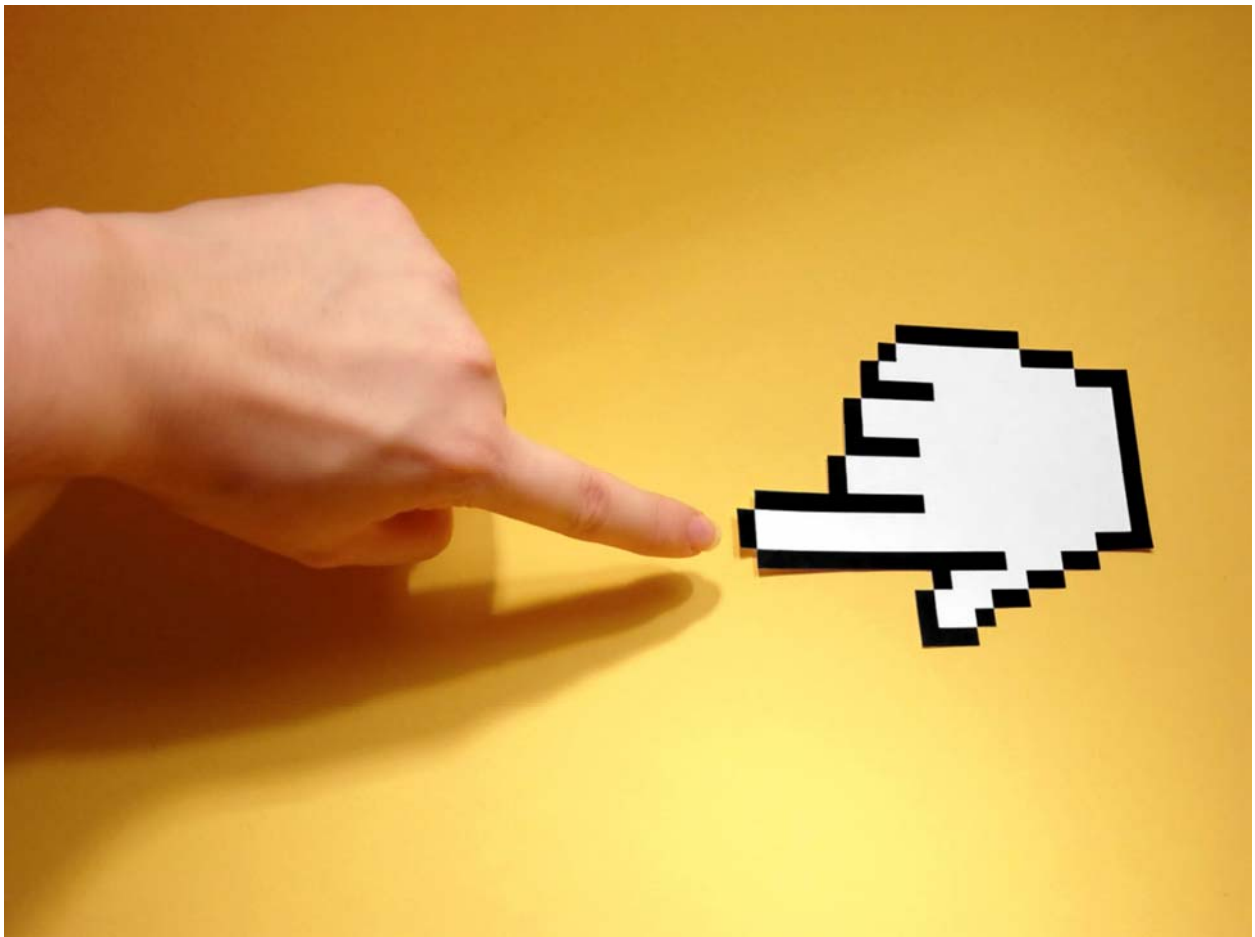


SOCIAL MEDIA AND MARKETING FOR NONPORFITS



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Online Resources:

Techsoup.org: (<http://www.techsoup.org>): Wealth of online articles about nonprofits. The site of US based TechSoup Global.

Techsoup Canada: (<http://www.techsoupcanada.ca/product>): Software and hardware donations for the Canadian nonprofit Sector

Net Tuesdays: (<http://netsquared.meetup.com/20/>) Monthly meetup for nonprofit and technologists to discuss how to use Web 2.0 applications for social change.

Idealware: (<http://www.idealware.org>) Provides software reviews on nonprofit focused applications.

N-TEN: (<http://www.nten.org>) Online community of nonprofit technology professionals. Access to on-line-chat with technologists on specific web 2.0 topics.

Web 2.0 Blogs/sites:

Beth's Blog: (http://beth.typepad.com/beths_blog/) A wonderful blog about how nonprofits can use social media

Common Craft Show: (<http://www.commoncraft.com>) Web 2.0 and social media explained in plain english.

Web 2.0 Communications for Nonprofits: (<http://diosacommunications.blogspot.com/>) A great blog on best practices for Web 2.0 for the Nonprofit sector.

Frogloop: (<http://www.frogloop.com/>) Nonprofit communications and marketing blog.

Social Media Tools:

Facebook: (www.facebook.com) Online social network for young adults allowing people to connect with their friends and school friends. Facebook is most popular with university and working young professionals.

MySpace: (www.myspace.com) Online social network for people to showcase their interest and connect with other like-minded people. MySpace is most popular with young artists and musicians.

Linked-In: (www.linkedin.com) Online social network for business networking purposes.

Twitter: (www.twitter.com) A micro-blogging application that allows 140 character messages to be posted. Anyone can follow a public twitter account. A mass SMS like tool for communication.

Blogging: (www.wordpress.com, www.blogger.com, www.typepad.com) Online informal articles or discussions that usually deal with specific topics or themes. Blogs are a great way of helping to generate awareness for a cause and building relationships. Blogs tend to be personal in nature instead of reflecting the marketing message of an organization.

RSS Feeds: (www.whatisrss.com) A standardized format for streaming content into various formats. You can broadcast your own content as RSS feeds so others can feature it on their site or you can aggregate multiple RSS feeds from others to allow you to stay up to speed.

Technorati: (www.technorati.com) Technorati helps you to keep up to date on what others are saying about your organization in the blogosphere. A great tool to help identify community champions and get a feel of the community's perception of your organization.

Social Bookmarking (delicious): (www.delicious.com) Shared online bookmarking allows you to crowd source information gathering. It's a great collaboration tool for teams to collect relevant information.

Youtube: (www.youtube.com) Online video sharing and hosting. Youtube is an affordable way to tell your stories online. Youtube for Nonprofits is a new initiative to engage volunteers to help nonprofits making videos.

Flickr: (www.flickr.com) Online photo and video sharing. Free for one album. Techsoup Canada offers 2 one-year Pro account for \$7.00.

Online Distributed Fundraising:

ChipIn (<http://www.chipin.com>): a widget that supporters can place on their own Web sites or Facebook profiles, with a donate button and a thermometer measuring progress toward the campaign goal.

SixDegrees.org (<http://www.sixdegrees.org>): affiliated with Network for Good, lets individuals and organizations create donation widgets. These widgets, or badges, can be created online and inserted into a Web site or integrated into social networking sites like MySpace.

Change.org (<http://www.change.org>): a social networking site geared toward nonprofit causes, which includes both online giving and distributed fundraising tools.

ChangingthePresent.org (<http://www.changingthepresent.org>) replace traditional gifts with donations to a cause. With the free package, organizations have a very basic home page where donors can make a simple donation of any amount and supporters can create fundraising page to raise money for the organization.

Facebook Causes (<http://www.facebook.com/apps/application.php?id=2318966938>) geared to let supporters who use Facebook fundraise from their own Facebook contacts.

Firstgiving (<http://www.firstgiving.org>) provides easy to use tools that let supporters set up their own fundraising pages, and allows campaign administrators to track campaign progress across individual fundraisers.

'Friends Asking Friends' Kintera Thon Online

(<http://www.kinterainc.com/site/c.owL8JoO7KzE/b.4953593>) allows organizations to create sophisticated, customized distributed fundraising campaigns centered around individual fundraising pages.

Convio (<http://www.convio.com/products/convio-teamraiser-special-events.html?gclid=CKS1kt-p8JkCFYJM5QodTx6oSA>) Special Events module allows users to set up individual and team fundraising pages.

Website Development/Hosting:**No-cost option:**

These are simple, free and hosted options for small organizations that are just starting out and have little or no resources/budget.

Google Sites: (<http://www.google.com/sites/overview.html>) Google apps and sites are great ways for small nonprofits to host their email and website needs. However, with googles sites, the functionalities and options for customization is limited. Recommended for intranet use, team collaboration and simple information sites.

Wordpress: (<http://www.wordpress.com>) Wordpress allows free hosting of blogs that can be used as simple websites. Wordpress will also allow for you to use your own domain name with their hosted service. The back-end interface is very easy to use and there are lots of widgets (added functionalities) available. You can also host your own wordpress application with even more customization availability.

Blogger: (<http://www.blogger.com>) Google offers a similar blogging application like wordpress that can be setup easily as a first website for small organizations. Similar to Wordpress, Blogger offers added functionalities and has a friendly user interface.

Yola: (<http://www.yola.com>) Drag and drop website design and free hosting. Suitable for small organizations that does not have a tech person on staff to design and maintain the website.

Low-cost Options:

Wild Apricot: (<http://www.wildapricot.com>) Need to manage your members? Events? Donations? Wild Apricot offers an reasonable all-in-one package that only takes hours to set up. You can always try our their free version to before scaling up to the more robust plans. \$25-\$200/month

Concentric Web Hosting: (<http://www.techsoupcanada.ca/node/2361>) \$18.00 CDN for one year of free webhosting. \$15.95 USD/Month after the first year.

Advanced Medium cost options:

Joomla: (<http://www.joomla.org>) Open Source Content Management system. Free to download but will require technical knowledge to set up and customize. Highly recommend hiring a consultant. Joomla has hundreds of modules that can be added to expand the capacity of the site. There 's also a healthy community of developers supporting Joomla.

Drupal: (<http://www.drupal.org>) Open Source Content Management system. Even more robust than Joomla. Also free to download but will require technical knowledge to setup and customized. Currently, there is a large developer network for Drupal in Toronto. The monthly Drupal's users group meetings are great ways to network and learn about the application.

Email tools:**Email Hosting and collaboration:****No-cost:**

Google Apps: Free domain and email hosting. Great way to host your organizations emails, share documents, and collaborate on projects. However, this is a hosted service and some organization might feel privacy is an issue.

Zoho Mail/Suites: Zoho is a google suite like application. Zoho Mail offers similar domain and email hosting as google.

Yahoo Groups: Similar to Google, Yahoo also offers free online group applications that allow for collaboration. (freecycle is an excellent example of how yahoo groups can be used effectively)

Low-cost:

Concentric Mail Hosting: (<http://www.techsoupcanada.ca/node/2362>) Concentric offers 1 year of mail hosting for \$18.00 CAD admin fee. The cost is \$7.95/month after 1 year.

Mailing list management:**No-cost:**

Google Groups: Free mailing list/group discussion group application allow for online collaboration with large groups. Low-maintenance required.

Yahoo Groups: Similar to Google, Yahoo also offers free online group applications that allow for collaboration. (freecycle is an excellent example of how yahoo groups can be used effectively)

Low-cost:

Constant Contact: (<http://www.constantcontact.com>) Solid and a popular application. Starts at \$15/month.

Vertical Response: (<http://www.verticalresponse.com>) Canadian Charities get the first 10,000 emails per month free, but there's a cost after that. (can get expensive. Great integration with other CRMs like Salesforce.com. Allows for targeted email blasts.

Email Now: (<http://www.networkforgood.org>) Network For Good's email service. Allows for 20,000 emails/month at \$29.95/month. It's \$2 every thousand email after that. Solid service and great support, allows for custom template design.

Office Productivity:

Google Docs: (<http://docs.google.com>) Free, Web-based word processor, spreadsheet, and presentation application offered by Google, complete with storage for all docs. It also comes with forms you can fill out to gather data from outside.

Open Office: (<http://www.openoffice.org/>) The leading open-source office software suite for word processing, spreadsheets, presentations, graphics, databases and more. It is available in many languages and works on all common computers. It stores all your data in an international open standard format and can also read and write files from other common office software packages. It can be downloaded and used completely free of charge for any purpose.

SlideRocket: (<http://www.sliderocket.com/>) Online presentation software. With SlideRocket you quickly make stunning presentations, manage a library of slides and assets, share them securely with colleagues, and measure how they're used. While it won't replace Powerpoint or Keynote, this online only application will help making your presentations more fun.

Low-cost:

Microsoft Office 2007: (<http://www.techsoupcanada.ca/node/292>) available for \$19.00 admin fee from TechSoup Canada. Includes Microsoft Outlook, Word, Excel, Powerpoint and 2 years of software assurance.

Multimedia & Graphics:

No-cost:

Paint.net: (<http://www.getpaint.net>) Free image and photo editing software for windows. Easy to use and quick to load. Active online community and online tutorials available. Great alternative to Photoshop.

Gimp: (<http://www.gimp.org/>) The most popular open Source Image Editing software. Runs on Windows, Mac, and Linux.

Infranview: (<http://www.irfanview.com/>) Simple and easy to use image viewer. Great for quick edits and conversions of graphics files.

Camstudio: (<http://camstudio.org/>) Free video recording software. Record video of your desktop with audio to produce screencasts.

Low-cost:

Adobe CS Design Premium 4.0 (<http://www.techsoupcanada.ca/node/1477>) Available for \$188.00 through TechSoup Canada. This is the complete Suite of Adobe products for multimedia and design. Contains InDesign, Photoshop, Illustrator, Acrobat, Flash, Dreamweaver and Fireworks.

Database (CRMS):

No-cost:

Salesforce.com: (<http://www.salesforce.com>) The Salesforce Foundation offers enterprise level sales-force to registered nonprofits and charities for free. (You receive 10 user licenses) This is a hosted service so does not require in-house tech expertise. The nonprofit module for salesforce.com will track donations, contacts, volunteers etc. Robust and popular CRM. Great integration with outlook and other applications. However, the learning curve for salesforce.com can be high

Sugar: (<http://www.sugarcrm.com>) Microsoft's Open Source CRM Tool. Similar to Salesforce.com, can be customized and hosted on own server. Has a very strong developer community. However, it will require technology know how to setup and maintain on own server.

CiviCRM: (<http://www.civicrm.org>) Open Source CRM for nonprofits. CiviCRM is build to suit the needs of the nonprofit sector. CiviMail is a powerful mailing tool that will track open and click rate of emails. CiviDonate and CiviMember will help to manage donations as well as memberships. Integrates well with Drupal. More stable version for Joomla is coming soon.

Vtiger: (<http://www.vtiger.com/>) Open Source version of Salesforce.com. Can host the application on local server. Customizable but require dedicated server to run smoothly.

Low-cost:

Microsoft Dynamics CRM Server: (<http://www.techsoupcanada.ca/node/518>) Available for \$100 in admin fee from TechSoup Canada. Integrates with Windows 2003 Server, Outlook, IE and Onenote. Can track email communications, schedule and automate tasks. This is a powerful tool when used with the other MS products

Conferencing:

No-cost:

Skype: (<http://www.skype.com/>) Use the internet to chat and make calls to people around the world. Skype is free for PC-to-PC calls. It's \$2.95/month for unlimited Skype-phone calls in North America. Great way to reduce long distance calling for an organization. Teleconferencing for up to 3 people without reduced sound quality.

DimDim: (<http://www.dimdim.com/>) Easy to use and when combined with Skype, allows for up to 20 participants to participate in web conferencing for free. Multiple people can take turns as speaker/presenter at the click of a button. No installation necessary.

Yugma: (<https://www.yugma.com/>) Free online desktop sharing and meetings for up to 20 participants. Ideal when paired with Skype.

Calliflower: (<http://www.calliflower.com/>) Free version offers limited dial numbers to choose from. Ideal when paired with Skype for conferencing. Free version does not include document sharing.

Low-cost:

Ready Talk: (<http://www.techsoupcanada.ca/taxonomy/term/1670>) 1 year free of web conferencing for up to 15 people. Can record sessions for later viewing, allow for session registration and sign-up. Offers Toll-free calling numbers at \$0.06 a minute per participant.