

10 FREE/CHEAP RESOURCES TO HELP YOU FUNDRAISE

1. Canva (canva.com)

Uses: Graphic Design, Social Media Templates, File Layouts

What does it do: Online graphic design platform, great for presentations, promotional materials, charts and information decks that can be shared with your network via social media or in print materials. Many templates for free, others can be accessed through a purchased membership.

What are the benefits: An alternative to tired templates on Microsoft products. User friendly, even for those who are not very tech savvy. Fresh designs with a professional aesthetic. Functional and free. Can be shared with collaborators who can contribute to the design or make notes for changes, increasing the ease of communication between team members.

Limitations: Free version will restrict access to some image files, fonts, layouts.

2. LinkedIn (linkedin.com)

Uses: Industry News, Prospect Research, Networking, Discussion, Job Search

What does it do: Build and stay connected to fellow fundraisers, find great up-to-date articles and research, and stay in the loop on job opportunities. Attract recruiters.

What are the benefits: Think of it like an online rolodex. No need to keep a stack of business cards to keep track of contact information – most of which is out of date within a year or two.

Limitations: Free version should suit all your needs. Paid (\$360/year) may only be necessary for recruiters, HR departments, etc.

3. AppSumo (appsumo.com)

Uses: cheap lifetime deals on digital apps and services

What does it do: Offers limited time (e.g., “deal expires in 48 hours”) discounts on digital tools and services. Typically, the deal will include a lifetime subscription for one fee to a service that would normally charge monthly or annual fees.

What are the benefits: It’s a low-risk investment, often \$49 for lifetime access. One time purchase so you don’t have to worry about cancelling an auto-renewal.

Limitations: Don’t expect to see established tools like Adobe or Tableau on here. The tools and services are typically new to market and looking to boost their subscriber base.

4. TechSoup Canada (techsoup.ca)

Uses: Deeply discounted technology (software and hardware) for nonprofits, including Adobe Creative Suite, Microsoft Products, Tableau, Cisco hardware and much more. They also offer plenty of useful learning resources – articles and webinars, etc.

What does it do: Facilitate hardware and software donations between large tech companies and nonprofits.

What are the benefits: Cost savings.

Limitations: The availability of products varies, although their 'top sellers' are quite consistent.

5. Toronto Public Library (torontopubliclibrary.ca)

Uses: So Many! Just a few ideas -

- Books (have holds delivered to branch nearest your home, office)
- Learn a new language with free access to Mango Languages
- Learn a new skill with free access to Lynda.com (digital marketing, analytics, etc.)
- Digital Innovation Hub (video/audio production equipment and suite, 3D printing, etc.)
- Historic Photographs via Virtual Reference Library
- Digital Archives of Globe and Mail, Toronto Star dating back to 1844
- Academic Journals – JSTOR, Academic OneFile, SAGE Journals, Consumer Reports
- Print your own book using Asquith Press
- Meeting spaces of various sizes

Limitations: All services require a Toronto Public Library card. If you aren't a Toronto resident, ask your local library about their offerings, you may be surprised.

6. MailChimp (mailchimp.com)

Uses: Build an email list using Mailchimp signup forms, send beautiful emails without needing to know how to code, set up basic automation (e.g., welcome series), test variables and generate useful reports.

What are the benefits: It is very, very easy to use. They have great customer support and send out lots of tips and tricks that are easy to implement.

Limitations: A basic account is free until you have more than 2,000 subscribers or send more than 12,000 messages in a month. Monthly costs are applied to unlock additional services like connecting a database (e.g., Salesforce) and increases in cost as your list size grows.

7. Join.me (join.me)

Uses: Screensharing.

What does it do: You can use audio, video, and share your screen with another person quickly and easily after each participant sets up a free account and installs the software. Helpful for taking someone through a deck while you talk on the phone, troubleshoot an issue, or teach.

What are the benefits: Free for one-to-one meetings. Simple and quick to launch.

Limitations: Paid accounts unlock the ability to invite more users, plus a few other benefits.

8. Hemingway (hemingwayapp.com)

Uses: Check the readability of any text.

What does it do: Paste in any copy (e.g., an email, mail appeal, website copy, etc.) and get comprehensive feedback on the grade level, passive voice, readability, etc. Microsoft word has similar capability, but doesn't as specifically point out the problematic passages.

What are the benefits: Helps you write simpler, more persuasive copy that is easy to read.

Limitations: n/a

9. WeTransfer.com (wetransfer.com)

Uses: Send large files

What does it do: Send files up to 2GB for free, no signup needed.

What are the benefits: Could not be simpler to use. Great when you have one large file to send. If you have many small files to send, consider creating a shared folder on Google Drive, Dropbox, etc.

Limitations: Max 2GB for free, paid options for larger file sizes and customized features.

10. Podcasts

Uses: Inspiration! I love podcasts, but don't listen to any about fundraising. I love hearing a great story which gives me energy and enthusiasm to get back to the hard work we do each day.

My favourites:

- 99% Invisible (99percentinvisible.org)
- Reply All (gimletmedia.com/reply-all)
- Planet Money (npr.org/sections/money)
- Malcolm Gladwell's Revisionist History (revisionisthistory.com)



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Honourable Mentions:

Draw.io	Graphic Design	Flow Chart, Diagrams
Tableau Public	Data Visualization	Social Media, Visualization, Diagrams, Graphics
Coursera	M.O.O.C.	Learning Resources, Technical Training
Hilborn Charity eNews	eNewsletter	Canadian Nonprofit News, Fundraising Ideas
edX	M.O.O.C.	Learning Resources, Technical Training
Imagine Canada Sector Source	eNewsletter	Research, Statistics, News, Technical Training, Webinars
Charity Village	Search Engine	Job Search, Articles, Webinars
Trello	Collaboration	Communication, Team Work, Checklists
Slack	Collaboration	Video Conference
Grammarly	Editing	Chrome Extension, Editing, Grammar Checker
Workplace by Facebook	Collaboration	Free for nonprofits, Video Conference
Feedly	Social Media	Articles, Videos, Social Media
Hootsuite	Social Media	Social Media Manager, Social Media Tracker
Data for a Cause	Data Visualization	Social Media, Visualization, Diagrams, Graphics
Prezi	Graphic Design	Presentations, Communications, Graphics, Templates
SlideHunter	Graphic Design	Powerpoint Templates, Presentations
GoalBusters - Many Resources	Multiple Resources	Learning Resources, Topic Guides, Recommended Reading
Doodle	Scheduling	Polling, Collaboration, Team Management, Coordination
Signup	Scheduling	Volunteer Management, Coordination
PiktoChart	Graphic Design	Presentations, Graphics, Templates, Design, Infographics
BatchGeo	Data Visualization	Geocoding, Mapping
CoSchedule Headline Organizer	Writing	Writing Tips, Writing Analysis
Google Keep	Notetaking	Notes, Lists, Reminders, Google
Loopy	Design Thinking	Feedback Loops, Games, Visualization
The Skimm	Blog	Conversation Topics, Quick News Stories, Current Events
Evernote	Notetaking	Notes, Lists, Chrome Extension
Design Thinking Tools (via Overlap)	Design Thinking	Empathy Map, Feedback Grid,
TypeForm	Surveys	Forms, Quizzes, Communications, Feedback
SOFII	Blog	Samples, Fundraising News, Tips and Tools, Resources
101Fundraising.org	Blog	Opinion, Commentary Fundrasing News
Simone Joyaux's Learning Library	Multiple Resources	Samples, Fundraising News, Tips and Tools, Commentary
Leadership tools (via Fundraising Leadership)	Multiple Resources	Tips and Tools, Learning Resources, Reading List, Guides
Supporting Advancement	Multiple Resources	Tips and Tools, Learning Resources, Reading List, Guides
Research Tools (via Helen Brown Group)	Prospect Research	Tips and Tools, Topic Guides, Source List
SurveyMonkey	Surveys	Forms, Quizzes, Communications, Feedback
Google Forms	Surveys	Forms, Quizzes, Communications, Feedback
SmartDraw	Graphic Design	Flow Chart, Diagrams

Want to add to this list, or share it? It's a Google Sheet: <https://goo.gl/6uTJoS>