

“GETTING THE WORD OUT” RARELAUNCH® WORKSHOP RESOURCES SHARED

Disclaimer: these resources are not endorsed by NORD.

The resources shared below were referenced by the speakers during the “Getting the Word Out” lesson. Some of these resources provide low-cost or complimentary access, but many have an expense or fee-based subscription attached to the service. NORD has also included additional resources to the list below, which have been used and recommended by NORD member organizations.

ONLINE TOOLS:

Website Building:

WIX: www.wix.com

Email Marketing System:

MailChimp: mailchimp.com

Online Meeting and Webinar tools:

- Zoom: zoom.us
- GoToMeeting:
www.gotomeeting.com
- Microsoft Teams:
www.microsoft.com/en-us/microsoft-teams/group-chat-software

Graphics:

- Canva: www.canva.com
- Unsplash: www.unsplash.com
- Pexels: www.pexels.com
- Pixabay: www.pixabay.com

Project Planning:

Airtable: www.airtable.com

SOCIAL MEDIA & MANAGEMENT:

Social Media Platforms

- Facebook: www.facebook.com
- Twitter: www.twitter.com
- YouTube: www.youtube.com
- LinkedIn: www.linkedin.com

Social Media Platform Management Tools

- Loomly: www.loomly.com
- Hootsuite: www.hootsuite.com
- Buffer: www.buffer.com

FINANCIAL/FUNDRAISING:

- Network for Good: www.networkforgood.com
- Wave: www.waveapps.com
- Nonprofits Insurance Alliance Group:
insurancefor nonprofits.org
- Charity Compliance Solutions:
www.charitycompliancesolutions.com
- NOLO: www.nolo.com

SOCIAL MEDIA AND NONPROFIT MARKETING INFO

- Julia Campbell: www.jcsocialmarketing.com
- Nonprofit Marketing Guide:
www.nonprofitmarketingguide.com
- Classy.org Blog: www.classy.org/blog