“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.goto.com/meeting
  • 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: insurancefornonprofits.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