

TECH TUESDAY

Online Time Savers (and Resources) for Nonprofits
February, 2010

Blogger is powered by Google and allows you to build your own blog page for free. It's a quick and easy to use program. www.blogger.com

Bookmark toolbar I like to save my most frequented websites to the bookmark toolbar (rather than a pulldown list). That way, I can click a button and go to the website in one step

Charities Review Council Accountability standards for nonprofit organizations. www.smartgivers.org

Constant Contact Email newsletters (Also look at www.icontact.com for another product.)
www.constantcontact.com

Dogpile I use this site to find contact info. www.dogpile.com

Drop.io Easily share large files, video, image galleries, and presentations online in collaborative sharing sites called "drops". Each drop allows for anyone to download the file or view it online, chat in realtime and post comments, and add their own files to the drop. Built in tools allow to simple sharing on social networking sites and emailing to others. Free for 100 MB drops, \$10 per year for 1 GB drops. www.drop.io

Evernote Makes it easy to clip and remember anything on your computer, cell phone, and on the web. Just type a note, click to clip a webpage, upload a file, or take a photo and Evernote will automatically process, index, and make your information searchable everywhere you go. Free for uploading 40 MB per month, \$45 a year to upload 500 MB per month. www.evernote.com

Facebook Helps to find contact info as well as a good site to create fan pages for your nonprofit.
www.facebook.com

Flickr Use this for a modest fee to store photos and provide a photo link on your website. www.flickr.com Also consider www.shutterfly.com

Free Management Help Developed by Dr. Carter McNamara, this is one of the premiere spots to get information about boards, fundraising, strategic plans, etc. There are also forms here that you can download, helpful board grids, etc. <http://www.managementhelp.org/>

GIVEMN Raise money for your nonprofit or charity. Create a fundraiser or a project page for any of over 1.6 million nonprofits in the US. www.givemnrzoo.com

Google www.google.com

- Documents for online sharing and saving of word documents – it also helps if you have Word version 7 documents and are trying to open them on an older version of Word. Very powerful platform with one of the best anti-spam filters and the email is searchable.
- Google Alert gives you alerts if your name or other keywords are mentioned on media web sites or on blogs.
- Web- Google shortcut for finding a phone #trying to find someone's phone number. Instead of going to an agency website or the white pages, I would just Google the name and add the area code, such as Scott Russell 651 (and if it was a common name I would add their agency). You get the phone number 95 percent of the time and it saves time of clicking through different sites looking for a staff directory
- Customizable home pages that you can put in tabs- I created one for the farm with related news content, one for work related news, weather and contact and another fun one to cheer me.
- Calendar

- **Google Analytics** This is a valuable tool to see what visitors are doing on your website and when they are leaving. By learning these great stats you can test and modify your design and layout to maximize your volunteers and donations. <http://www.google.com/nonprofits/analytics/tutorial.html>

Hoot Suite For those that use Twitter, I'm a fan of HootSuite It can help manage your twitter and facebook accounts all at once, plus schedule out updates and see tracking of click throughs. <http://hootsuite.com/>

Housing and Urban Development Links to **housing** news; information about home owning, buying, renting and financing; community data; pages about how to work with **HUD**; a resource library. www.hud.gov

Mapquest www.mapquest.com

Meebo It will consolidate all of your instant messenger accounts on to one screen. www.meebo.com

Meeting Wizard I love this tool as a way to set up meetings. One caution, some email programs won't let it through. You have to unblock. www.meetingwizard.com Another similar product is www.doodle.ch

MN Council of Nonprofits [g](http://www.mncn.org) Search for jobs, calendar of events, Info Central, etc. Good place to look for information on starting a nonprofit and other questions relating to nonprofits in Minnesota. www.mncn.org

Northwoods Nonprofits List your organization and find others in your area of service. List your special event and check to see other events around the same time. Check out the Board Room for board related resources. And check the general nonprofit resources at that site. www.northwoodsnonprofits.org

Passpack Keep all of your passwords in one place online with the multiple layers of security used by major banks. With Passpack you can automatically log in to websites with one click, store your logins and private notes, and suggest randomized passwords that will make your overall online experience even more secure. Free for 100 passwords, scaled monthly fees for up to 2000 passwords. www.passpack.com

Ping Update all of your social media sites at once for free. www.ping.fm

Qwestdex www.dexknows.com Use to get contact info and get rid of the telephone book.

Remember the Milk Manage your tasks and to-do lists in an easy to use online interface. Set due dates, make notes, and tag your lists to help you keep it all organized. Access your lists through your computer, on the web, or on your cell phone. Receive reminder through email, text message, or instant message. Share lists with others and tag them to be reminded on tasks and to-dos. Free for unlimited web use, \$25 per year for cell phone applications. www.rememberthemilk.com

Social Automatically sync and store your contacts in one place. Supports importing from many major email services and social networking sites and syncs with a number of desktop applications and cell phones. Free. www.social.com

Survey Monkey www.surveymonkey.com You can quickly develop a survey for free if you have only a couple questions. For a modest fee your organization can use unlimited. It is a great way to poll your employees or constituents.

TechSOUP You name it-you can get it here. Specializes in products and information for nonprofits. Do not buy software before looking at the price here. Sign up for free newsletter. www.techsoup.com

Threadsy Many social network users have multiple accounts on multiple sites to keep track of on a daily basis. With Threadsy, you can keep tabs on and update all of your Facebook profile and fan pages, Twitter, RSS feeds, and email accounts in one place. Free. www.threadsy.com

U.S. Census Links to **housing** news; information about home owning, buying, renting and financing; community data; pages about how to work with **HUD**; a resource library; <http://www.census.gov/>

USDA Rural Development Provides consultations, assistance and funding opportunities for, individuals and businesses located in **rural** communities. www.rurdev.usda.gov

Verticle Response E mail marketing and online surveys. www.verticlereponse.com

WIKI More and more nonprofits are experimenting with wikis, collaborative Web sites that allow users with no Web-building experience to create and edit content. The links below provide information and help for *Wikispaces*, a popular online wiki-creation service (also known as a wiki farm. Info at <http://tinyurl.com/yc8ghgr> Reduced subscription \$10/year) available at

Wikipedia www.wikipedia.com For a variety of quick info in summary form.

Wisconsin Nonprofit Assn www.wisconsinnonprofits.org A good source for information and resources. Also check out kidscount for State data on children.

Wisconsin Dept of Financial Institutions www.wdfi.org Dedicated to protecting Wisconsin citizens through financial regulation and education, ensuring the safety and soundness of Wisconsin financial institutions .

Wordpress www.wordpress.com Wordpress is a really great resource for websites and blogging

Xmarks Sync all of your web bookmarks and favorites on multiple web browsers, multiple computers, your smartphone, and online. Organize and tag your bookmarks, search them, and get extended information about any site you add. Also automatically adds additional functions to any Google searches. Free. www.xmarks.com

You Send it www.yousendit.com Use for a lot for large file sharing. Not sure if it counts as a “time saver”, but it sure is a space saver!

Other Resources of Interest

Bing We use Bing instead of Google sometimes. It is a Microsoft product. www.bing.com

Elnance For special projects, we use elance to bid them out and have web programmers or graphic designers from all over the world bid on our projects, keeping costs low. www.elance.com

Guidestar This site provides information about nonprofits and their 990s. www.guidestar.com

Mashable This is a great social media tool. www.mashable.com

Microsoft Design Gallery has free clip art and templates. <http://tinyurl.com/yzj965u>

From a friend at Microsoft:

Help and How-to: <http://office.microsoft.com/en-us/help/FX100485361033.aspx?pid=CL100605171033>

Office 2007 Training Courses: <http://office.microsoft.com/en-us/training/FX100565001033.aspx>

Downloadable Training Presentations: <http://office.microsoft.com/en-us/training/HA101926501033.aspx>

Tips and Tricks Resources: <http://office.microsoft.com/en-us/webcasts/FX102463881033.aspx>

Microsoft in Higher Education: <http://www.microsoft.com/education/highered/default.aspx>

Office Tips and Tricks Resources: <http://office.microsoft.com/en-us/webcasts/FX102557791033.aspx>

Additional Ideas: