# FREE TOOLS FOR NONPROFITS

You don't have to spend a fortune to do your job well. Here is a list of thirty-two free web-based tools to help nonprofits succeed.

# Advertising and Marketing

### Google Free Advertising

Google AdGrants helps nonprofits raise awareness and attract donors with \$10,000 worth of in-kind advertising.

### **Google Analytics**

A powerful free tool offering insights into website performance and traffic top-performing channels.

### **Google My Business**

Create a free business profile to manage performance and connect with users through Google Search and Maps.

# Design, Photo, and Video

#### Canva

A simple, intuitive online design tool for all your design needs. Plus, nonprofits get the Pro Account for free!

#### Pixlr

Edit professional photos right in your browser.

#### Unsplash

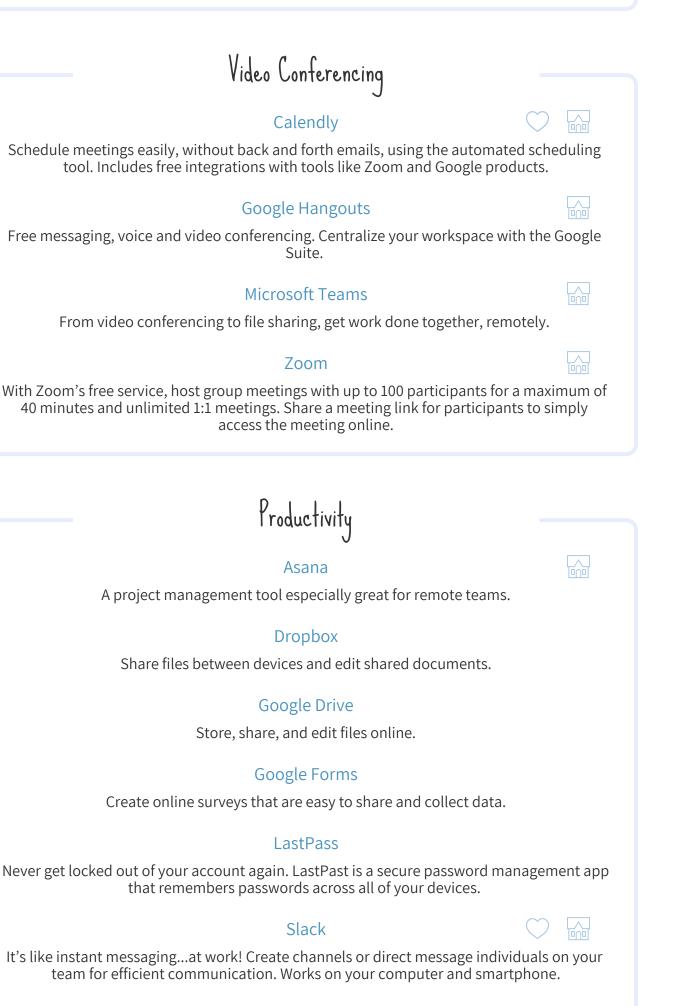
Search and download beautiful stock photography and backgrounds completely free.

#### Vectr

Create vector graphics online to create designs for everything from your website to t-shirts. Share and download easily.

#### Youtube

Engage supporters using video. The YouTube Nonprofit Program helps nonprofits amplify their cause through the power of visual storytelling.



#### Snagit

Capture high-quality screenshots or record on-screen video tutorials, perfect for demonstrating how your volunteer management site works! (This product is not free, but very affordable).

### Survey Monkey

A free online survey tool to capture the voices of your community.

#### Trello



A project management tool that enables teams to organize and prioritize projects using attractive visuals.

#### Wave

A user-friendly accounting software for nonprofits, small businesses and entrepreneurs.

## Social Media

### Bitly

Turn your long, messy URLs into custom, memorable short links. Perfect for posting on your social media channels.

#### Buffer

Manage all your social media accounts in one place.

### Facebook Business Manager

Create an account on the most popular social media platform to reach your audience.

#### Instagram

Boost engagement with this image-based social media platform. Take advantage of hashtags to reach your audience more effectively.

### LinkedIn

Manage your professional profile to engage with your network.

### Linktree

Create one link to all of your content through social media.

# Writing

### Evernote

Take notes, share ideas, and organize your thoughts with this effortless note-taking app.

### Grammarly

A writing app that helps make your writing clear and effective. The app seamlessly integrates with all your email and word processing tools.

### Medium

An ad-free publication platform for writers and readers seeking to share and find great ideas.





#### Great for Remote Teams

Nonprofit -Exclusive Perk





volunteer management software