



MARKETING / GRAPHIC DESIGN / PROMOTION

PRESENTATIONS

Canva:

Design and Presentation Tool

Canva allows users to easily create posters, logos, presentations, flyers, cards, infographics, brochures, certificates, and proposals (plus much more) with the help of customizable templates. See an example of a TGKVF presentation made in Canva [here](#).

PRO TIP: In addition to Canva there are many other design and presentation tools including [PowerPoint](#), [Google Slides](#), and [Prezi](#) (just to name a few). If you don't like one software solution keep trying different options until you find the one that's a good fit for you and your organization.

HOW TO ACCESS:

[Click here](#) to access the Canva log-in/sign-up page.

PRICE:

Canva offers a basic free version and more robust paid plans.

Compare plans [here](#).

DISCOUNTS FOR NONPROFITS:

Canva also offers free Pro subscriptions to qualifying non-profits. [Apply here](#).

TRAINING:

Canva offers many resources through their [Design School](#) including Canva basics, graphic design basics, and branding and presenting in Canva.

Visme:

Presentation and Infographic Tool

Visme offers premade templates to allow users to easily create presentations, infographics, social/web graphics, videos, flyers, charts, reports, graphs, and flowcharts (plus much more). You can see some examples of TGKVF infographics created with Visme [here](#).

PRO TIP: There are other infographic software solutions out there if Visme isn't a good match for you. Give [Venngage](#) or [Piktochart](#) a try. Again, one of the great advantages of technology is that there are a great deal of free or affordable options for nearly everything you need. Don't be afraid to explore your options. Read reviews and create a test account and find the solution that is best for you.

HOW TO ACCESS:

[Click here](#) to access the Visme log-in/sign-up page.

PRICE:

Visme offers a limited free version and more robust paid plans. Compare plans [here](#).

DISCOUNTS FOR NONPROFITS:

Visme offers a discount for nonprofits. Email support at support@visme.co to see if you qualify.

TRAINING:

Visme offers free [tutorials and tips](#)

Additionally, Visme offers [training videos on basic design principles](#) starting at the beginner level and building up to more advanced material.



Fontspace:

Free Fonts

FontSpace allows you to search thousands of free fonts so that you can find the perfect font for your project.

PRO TIP: Be sure to pay attention to the font license. Some free fonts may not be licensed for commercial use. [Dafont](#) is also a great resource.

HOW TO ACCESS:

[Click here](#) to access the Font space site.

PRICE:

FontSpace offers thousands of free fonts.

Unsplash:

Free Images

Unsplash offers free high-res images.

HOW TO ACCESS:

[Click here](#) to access the Unsplash log-in/sign-up page.

PRICE:

Unsplash offers thousands of quality free images. Be sure to check the license before using.

Flaticon:

Icon and Graphics Database

The largest database of free icons available in a number of different formats.

PRO TIP: Flaticon's parent company freepik offers free templates for presentations at [Slidesgo](#) and free editable illustrations at [Stories](#).

HOW TO ACCESS:

[Click here](#) to access the Flaticon log-in/sign-up page.

PRICE:

While Flaticon offers some icons for free, there is a more robust paid option: <https://www.flaticon.com/profile/preagreement/getstarted>



^ PRO TIP: If you need to complete a project but can't justify paying for this service every month, you can start a monthly subscription and download the icons you need and then cancel your subscription.

DISCOUNTS FOR NONPROFITS:

Flaticon does not currently offer a discount for nonprofits.

TRAINING:

There is limited [technical support](#) if you are experiencing issues.

[Biteable:](#)

Video Maker

Biteable is an easy to use video maker that includes customizable video templates that can be pieced together to create inspiring videos that tell your story. View a TGKVF video created by [Biteable](#) here.

PRO TIP: Biteable is one of our favorite video makers because of its ability to easily create professional videos within a quick turnaround. However, there are many other options out there. [Powtoon](#) is another option for creating animated videos. For a more advanced option try [Animaker](#) which offers more variety and customizable options but also has a steeper learning curve.

HOW TO ACCESS:

[Click here](#) to access the Biteable log-in/sign-up page.

PRICE:

Biteable offers affordable plans that can fit your needs:

<https://biteable.com/pricing/>

^ PRO TIP: If you have a project that needs a video, sign-up for the monthly plan and then cancel your subscription after you complete your project. If you have another video you need you can always upgrade again at a later date. This flexibility in pricing format can help you complete the projects you need while minimizing costs.

DISCOUNTS FOR NONPROFITS:

Biteable will sometimes run discounts for non-profits that have premium subscriptions. [Email customer service](#) to see if you qualify.



TRAINING:

Biteable has an [informative blog](#) with lots of tutorials and walkthroughs. Additionally, if you scroll to the bottom of their website they have a whole explain section to help you get started with your first video.

EMAIL MARKETING AND FEEDBACK

Mailchimp:

Email Marketing Platform

Mailchimp offers an easy-to-use email marketing platform that also offers e-commerce and retail, and mobile/web apps.

PRO TIP: Mailchimp does have a tendency to end up in the recipients SPAM folder. If you notice this happening a lot, it may be a good idea to use Outlook for important communications or try other email marketing options such as: [Constant Contact](#), [HubSpot](#), or [Sender](#).

HOW TO ACCESS:

[Click here](#) to access the Mailchimp log-in/sign-up page.

PRICE:

You can compare plans here: <https://mailchimp.com/pricing/>

DISCOUNTS FOR NONPROFITS:

Mailchimp offers a 15% discount to verified nonprofits and charities.

To submit a request for a nonprofit discount, visit their [contact form](#) and select Billing. Under Billing, select Non-Profit Discount Requests, and click "Access our contact form." The approval process varies depending on your location.

TRAINING:

Mailchimp Guides and Tutorials:

<https://mailchimp.com/help/>

Mailchimp 101 – Step-by-Step Instructions for Your First Campaign:

<https://mailchimp.com/resources/mailchimp-101/>



SurveyGizmo:

Survey Software Platform

SurveyGizmo is an online survey solution that makes it easy for businesses of all sorts to create and conduct surveys, polls, quizzes, and questionnaires. It's a great way to get feedback.

PRO TIP: SurveyGizmo offers a wide variety of features that can be a little advanced. If you need something a little more accessible [Google Forms](#) is another great survey option. Google Forms also offers [detailed walkthroughs](#) to help you get started. Another great option is [Typeform](#).

HOW TO ACCESS:

[Click here](#) to access the SurveyGizmo log-in/sign-up page.

PRICE:

You can compare plans here: <https://www.surveygizmo.com/plans-pricing/>

DISCOUNTS FOR NONPROFITS:

SurveyGizmo offers a [25% discount](#) on accounts for registered non-profit organizations (an EIN or international equivalent is required).

NOTE: This discount is only available for annual accounts.

TRAINING:

SurveyGizmo offers detailed articles and walkthroughs:

<https://www.surveygizmo.com/tutorials/>

WEB DESIGN

Wix:

Website Design and Creation

Wix is an easy to manage platform that allows you to customize web templates to create a professional looking web presence easily and securely. This makes it a great option for new or smaller nonprofits.

PRO TIP: There are many options out there for web design. Similar options include [Square Space](#) and [Weebly](#).



HOW TO ACCESS:

[Click here](#) to access the Wix log-in/sign-up page.

PRICE:

Wix offers affordable plans that can fit your needs:

<https://www.wix.com/upgrade/website>

DISCOUNTS FOR NONPROFITS:

Wix does not currently offer discounts for nonprofits. However, they do run discounts periodically and [Tech Soup](#) is currently running a special.

TRAINING:

Wix offers [Wix Academy](#) which offers training in the subjects of website building, landing pages, email marketing, and eCommerce.

SOCIAL MEDIA

Hootsuite:

Social Media Management

Hootsuite is a social media management platform that allows users to manage social networks like Twitter, Facebook, Instagram, and LinkedIn (plus others) through easy to use dashboards.

PROTIP: Other social media management platforms include [Later](#) and [Loomly](#).

HOW TO ACCESS:

[Click here](#) to access the Hootsuite log-in/sign-up page.

PRICE:

Hootsuite offers a variety of plans for organizations of different sizes:

<https://hootsuite.com/plans>

DISCOUNTS FOR NONPROFITS:

Hootsuite offers discounts to nonprofits. [Learn more here](#).

TRAINING:

Hootsuite offers [free and paid training](#) to help you expand your skill set.



TECH TOOLS FOR NONPROFITS

TECHNOLOGY RESOURCES AND SOLUTIONS FOR MODERN NONPROFITS



The information above is not an endorsement of the mentioned products but merely an offering of possible resources. If you do not like the software mentioned above, please do some research and find the solution that works best for you and your organization. There are a lot of great free or affordable solutions available and many software offerings provide free useful training and informative walkthroughs on their website.

PRO TIP: If you are unsure of the legitimacy of certain software, google the name of the software and reviews (Example: "MailChimp Reviews"). This will allow you to read other user reviews and ensure that it is a legit software option.