Tech4Good Handbook

35+ Tips about Free & Discounted Products, Tools & Ideas for NonProfits & Governments

1st Edition ~ September 2017

www.techrasam.org

Helping NonProfits and Governments to use technology effortlessly and confidently to achieve their goals.

Introduction

At TechRasam - We are a group of changemakers and techies who are passionate about empowering non profits in India with technology.

We are on a mission to help nonprofits & governments to use technology effortlessly and confidently to achieve their goals.

We believe that technology enables nonprofits to be more efficient in their day to day operations and offers them incredible opportunities to scale the impact & reach of their work. We do this by:

- Helping to reduce Non Profit's IT Admin, Technology costs by recommending a **Handpicked Collection of Free/Discounted Products**, technologies, software and tools available to non profits and how to use them.
- We are experts at **helping NGOs build & maintain fit for purpose, low cost and scalable tools** to support their mission. Technology Strategy, Websites & Online Donations, MIS Systems, Data management, IT Operations, Capacity building & more. Write to us at contact@techrasam.org for any help & advice in implementing technology for your mission.
- *Coming Soon* **Tech4good India Fellowship** : First time in India a unique 3 month fellowship programme designed to build capacity of your ICT Staff. Visit us at www.techrasam.org for more information.

Table of Contents

Communications:

- ❏ **Connfa**: Open source user friendly Android/iOS app for managing your conferences and events FREE!

When organising a large event or conference, it can be hard to ensure everyone visiting find their way to the sessions they want to attend. Precious time can be checking itineraries, finding a floor map, figuring out where the next session is and how to get there. Connfa app can help you solve these problems.

- ❏ Learn to use **Google Email Groups** for your audience to engage and interact with each other using simple email. FREE!

Google Groups is a free online service that lets you have discussions with people that have similar interests. You can keep track of discussions via email or on a browser. This is a great service for team discussions, interacting with supporters, volunteers, etc.

Productivity:

- ❏ **Slack**: Simple & Powerful messaging for teams to work together. Free Pro Plan for Non Profits

Bring all your team's communication and files into Slack, where they're instantly searchable and available wherever you go.

- ❏ **Basecamp**: Your one stop destination to all things Project Management. 50% Off for Non Profits

Basecamp is a comprehensive project management tool that can help you collaborate with your colleagues, plan and track projects, share files, have discussions, assign to-dos, and much much more.

- **[Google Suite for Nonprofits](#)** - Useful tools for your organization built by Google. Includes Free Professional Google Mail, Google Drive, Google Docs, Sheets and more. <mark>FREE for Non Profits</mark>

The service has everything your organization will need for communication and collaboration from custom email addresses, cloud storage to survey creation and spreadsheets.

Marketing:

- [Drive traffic to your website with **10,000 USD per month worth of Google Adwords Grants** for NonProfits](#) <mark>FREE for Non Profits</mark>

For most NGOs and start-ups, advertising is an impossible option because of the lack of funds.But with Google AdWords, you can drastically increase the number of visitors to your website/blog/social media/campaigns.

- [Create, learn, refine, and optimize your email campaigns with **MailChimp**.](#) <mark>15% Off for Non Profits</mark>

MailChimp is one of the best email marketing services available today. This app can help grow your community by providing you the tools to create and send out professional looking emails.

- [**Hootsuite** helps you effortlessly manage your multiple social media accounts at one place](#) <mark>50% Off for Non Profits</mark>

Keeping up with all your social media platforms can be difficult. Hootsuite is a social media management platform that helps organisations devise and carry out their social media marketing strategies. You can link your Twitter, Facebook, LinkedIn, Google+ and more!

❏ **Buffer** is your social media magician that can schedule all your posts across accounts <mark>50% Off on Awesome Plan for Non Profits</mark>

Buffer is a social media dashboard that helps you schedule and curate content that you want to share with your audience. It connects to your social media platforms such as Facebook, Twitter, LinkedIn, Instagram, Pinterest, Google+.

❏ **GMass**: Automated Email sending and follow up right inside Gmail <mark>Value for Money</mark>

If you've ever campaigned, hosted an event, sent out surveys, or been in any situation where you needed to send out many emails and follow up on each of them, you will know how taxing it is to keep track of all the emails and responses. To help you with that task, we bring to you GMass.

❏ YAMM - Send personalised emails in bulk to your supporters with **Yet Another Mail Merge** <mark>Value for Money</mark>

Yet Another Mail Merge (YAMM) is an email campaigning tool that combines the magic of Gmail and Google Sheets to help you send hundreds of personalised emails with a click of a button! You can even track who has opened your emails and follow up with those who haven't checked.

Document and File Management:

❏ **WeTransfer** - simplest way to send your files around the world <mark>Free till 2GB per transfer</mark>

Sharing big files on email is difficult and most email providers have limits on the file size of your attachments. There are countless instances where you need to send or receive a file quickly and effortlessly. Meet WeTransfer!

- ❏ [Sync your important files and data to **Google Drive** and access them from anywhere](#) <mark>Pro Version Free for Non Profits</mark>

What will happen if you lost your laptop or it got damaged? What about all those years of hard work, reports and projects stored on your system? Google Drive saves your data safely.

- ❏ [**Google Docs** is a web and mobile application that can be used to create, edit and share word documents](#) <mark>Pro version Free for Non Profits</mark>

Google Docs is a free web and mobile application that can be used to create, edit and share Word documents. This application works similarly to Microsoft Word.

- ❏ [**Google Sheets** is a application that can be used to create, edit and share excel like spreadsheets](#) <mark>Pro version Free for Non Profits</mark>

Google Sheets is a free web and mobile application that can be used to create, edit and share spreadsheets. This application works similarly to Microsoft Excel.

Data & MIS:

- ❏ [**Google Forms** - Simply Collect, Aggregate and Analyse data](#). <mark>FREE!</mark>

Google Forms is a service where you can create forms or surveys. Forms can come handy in many situations. Whether you're a teacher wanting to quiz students, or a company seeking feedback from customers; Google Forms can be very useful.

❏ **KoBoToolbox** is a Free, Easy & Powerful survey creation and analysis. <mark>Free for Non Profits</mark>

KoBoToolbox is a free and open source tool that helps collect and organize field data. The Toolbox is currently used in humanitarian crisis, research, peacekeeping, economic development, etc.

❏ **Ushahidi**: A data collection, monitoring, and visualization software for the humanitarian and development industry <mark>Free for Non Profits</mark>

Ushahidi is the global leader in crowdsourcing data platform deployments with specific subject matter expertise in crisis response, citizen reporting/government accountability, and human rights reporting.

Design:

❏ Use **Canva** to create Social Media Graphics, Marketing Materials and communications. <mark>50% Off for Non Profits</mark>

Canva is a design tool that can help you create beautiful graphics for whatever purpose you need. You can create professional looking posts for social media, presentations, posters, calendars, infographics, logos, business cards, etc.

❏ Use **Google AutoDraw** to create beautiful drawings for your communication using artificial intelligence <mark>FREE!</mark>

AutoDraw is a useful web application that can guess simple drawings before you even finish drawing it. AutoDraw collects doodles from everyone that uses the program and combines it with machine learning helping it get better every day.

❏ [Copyright your images for with **Binded** and protect them from misuse](#) <mark>FREE!</mark>

Whether you're an artist, photographer, or company, anything you create and post online can potentially be stolen, misused or recirculated as property of another. Binded is a free online service that lets you easily copyright and protect your digital pictures from being misused by anyone.

Design & Visualisation:

❏ [**Lucidchart** is a simple tool to easily to draw and share your complex ideas, concepts and more](#)

Learning to create flowcharts, mind maps can be a very useful technique to organise and plan your day to day activities and thoughts be it at work or at home.

❏ [Make & Share Videos About Your Cause With **YouTube For Nonprofits** <mark>Additional Benefits for Non Profits</mark>](#)

Video marketing is the most powerful media tool you can use in today's social-media-influenced world. So we ask; What's better than using the world's largest video community to create awareness for your cause while raising funds at the same time? Let's venture into Google's YouTube for Nonprofits.

❏ [Create elegant Powerpoint Presentations using **Google Slides** Application Online](#) <mark>Free for Non Profits</mark>

Slides is a web program by Google that lets you effortlessly create and edit presentations, catalogs, magazines, guides, etc. This program works similarly to Microsoft PowerPoint.

IT Security and Tools:

❏ Use **PageSpeed Insights** from Google for Faster loading webpages <mark>FREE!</mark>

This is a tool from Google that calculates the performance of your web pages. It analyses all content of the URL of your choice and gives you a score between 0 - 100. Scores are calculated by fetching the URL two times, first with a mobile user-agent and second with a desktop user-agent. The score comprises of the combined performance of various factors such as server response time, browser caching, image optimisations, etc.

❏ **Project Shield**: Secure your website and Protect your freedom of speech from online DDoS attacks <mark>FREE for Non Profits</mark>

A Distributed Denial of Service (DDoS) attack is when a site is purposely overwhelmed with traffic in hopes of shutting it down for a while. Google's FREE Project Shield technology can protect you from DDoS attacks. Sign up and protect your freedom of speech today!

❏ **CCleaner** - Free Tool to speed up your PC, Laptop or Mac <mark>FREE version available</mark>

This is a FREE disk cleanup tool for your computer that can help clear out unwanted files from your system. CCleaner only cleans out files that you do not need, like temporary files, browser history, cache, etc aiding your computer run faster and smoother.

❏ **Lightshot** - The fastest way to take a customizable screenshot <mark>FREE!</mark>

Take a quick screenshot and annotate it for free with Lightshot.

Operations:

- ❏ **[Sarahah](#)** [- Collect anonymous feedback from others to improve your work](#) <mark>FREE!</mark>

  Sarahah is an online tool where users can anonymously send feedback to you. Sarahah's aim is to help people better themselves or their organization through constructive criticism. It can be a useful tool that can be used in your personal life as well as your professional life.

- ❏ **[greytHR](#)** [effortlessly delivers payroll management, expense claims and attendance for your organization](#)

  India's first payroll and HR software on the cloud, helps you (NGOs, non-profits) manage all employees' records ranging from leaves and attendance to expense claims and payroll accurately from anywhere, anytime.

- ❏ **[Happay](#)** [for Nonprofits: Expense Management with 100% financial accountability and control](#)

  Happay is a powerful expense management platform that helps Nonprofits manage expenses digitally, exercise strong budgetary controls and regulate cash flows with ease.

Fundraising:

❏ **Ketto** helps solve your online Fundraising problems and keep your donors engaged

Overcome common problems faced by grassroot organisations during fundraising campaigns. Ketto comes with payment gateways, automated 80G deliveries, modern websites, and more.

❏ Crowdfunding in India with **Impact Guru**: The Future of NGO Fundraising is Here

Take your fundraising online and cut campaigning costs down to almost 9%. ImpactGuru offers 24/7 step by step assistance to organisations who use their platform.

❏ **DanaMojo** Online Donation Platform for your website – Preferred Option for the 21st Century Donor

DanaMojo is a smart and intuitive payment platform which works for both NGOs and their donors. By having a donor-friendly interface and providing dozens of online and offline payment options, you can greatly expand your network of supporters.

❏ **BitGiving**: Learn, conceptualise and launch your crowdfunding campaign

BitGiving is one of the best crowdfunding platforms in India. Start your own campaign, and follow their checklist to stay ahead of the curve.