



## 4. DIGITAL RESOURCES

### 4.1. RESOURCES FOR DEVELOPMENT OF FUNDRAISING COMPETENCES FOR NGO STAFF AND VOLUNTEERS

#### - MOOC Courses

<https://www.mooc-list.com/course/essentials-nonprofit-strategy-philanthropy-university>

To develop successful strategies and achieve the goals of your organization, this course will help you get a meaningful impact. In this free, online course addressed for nonprofit organizations it is possible to learn how to undertake the basic elements of nonprofit strategy, in four lessons: defining the problem, identifying the needs and interests of beneficiaries, designing a theory of change and implementation plan, and establishing assessment criteria.

<https://www.mooc-list.com/course/managing-humanitarian-sector-humanitarian-leadership-academy>

Effective leadership and management in humanitarian response are crucial for an organization to assure its excellent work. This course includes activities that focus on the practical development of essential knowledge and skills as well as their application to improve leadership and management skills.



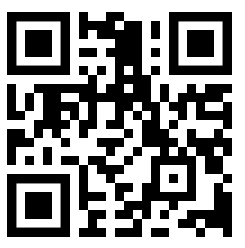



#### - Forums

<https://www.peertopeerforum.com/>

This forum puts in contact people from many associations to work together in projects and help each other. You can find other similar websites on the web.

## 4.2 KEY FEATURES OF FUNDRAISING SOFTWARE





Here is a table of key features of different platforms, which will help to choose the online tools you need for your fundraising campaign.

IF YOU LOOK FOR...	GO TO...	LANG  Flag image: Flaticon. com	LOGO	QR CODE
<ul style="list-style-type: none"> <li>- Branded Donation Pages</li> <li>- Ticketing and Registration</li> <li>- Peer-to-Peer Fundraising</li> </ul>	<p>...<b>CLASSY</b> with a free fundraising option.</p> <p>It offers a basic version for free, and the possibility of customized rates.</p>		 <a href="https://www.classy.org/">https://www.classy.org/</a>	
<ul style="list-style-type: none"> <li>- Reporting</li> <li>- Tracking relationships over time</li> <li>- Integrations</li> </ul>	<p>...<b>BLOOMERANG</b>, a donor database management tool, which provides templates, makes reports, creates and schedules e-mails, newsletters, etc.</p> <p>It offers a basic version for free, and pricing starting from 19 \$ / month</p>		 <a href="https://bloomerang.co">https://bloomerang.co</a>	



<ul style="list-style-type: none"> <li>- A/B Testing</li> <li>- Templates</li> <li>- Mobile Responsive</li> </ul>	<p><b>Mail Chimp</b>, which can help you to grow your audience with signup forms and reach the right people on Facebook, Instagram, and across the web.</p> <p>It offers a basic version for free, and pricing starting from 9,99 \$ / month</p>		 <p><a href="https://mailchimp.com">https://mailchimp.com</a></p>	
<ul style="list-style-type: none"> <li>- Monthly donation fees</li> <li>- Work with different currencies</li> </ul>	<p><b>PATREON</b> works through monthly fees and rewards on different levels of donations to raise funds.</p> <p>Completely free to get started, the platform will charge you a small percentage according to your earnings</p>		 <p><a href="https://www.patreon.com/">https://www.patreon.com/</a></p>	



<ul style="list-style-type: none"><li>- Easy management from your mobile phone</li><li>- Creation of donation forms and many other products</li></ul>	<p><b>Raklet</b> is a crowd management app that lets you manage forms, payments, donor profiles</p> <p>It offers a basic version for free, and pricing starting from 49 \$ / month</p>	All the EU languages and more!	 <a href="https://hello.raklet.com">https://hello.raklet.com</a>	
<ul style="list-style-type: none"><li>- Easy to embed donation form for any website</li><li>- Social media sharing feature</li><li>- Donor profile and integration</li></ul>	<p><b>Donorbox</b> includes a donation form that is easy to use and can be incorporated in the website or as a pop up. It can be used as a way for donors to share their donations and make it more attractive. Also it serves to keep a register of donations, profile, frequency, etc.</p> <p>Completely free to get started, the platform will charge 1,5% of platform fee on the earnings + additional payment processing fees</p>	All the EU countries supported and more!	 <a href="https://donorbox.org/">https://donorbox.org/</a>	





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You can compare reviews and features of other fundraising software at Nonprofit Software Research: <https://www.capterra.com/fundraising-software/?srchid=175897&pos=1>






#### 4.3. FUNDRAISING TOOLS - INTERNATIONAL LEVEL

NAME	EXPLANATION	LINK & LOGO	QR CODE
<b>Techsoup</b>	Techsoup is a non-profit association that facilitates access to software and technologies for NGOs, providing help on projects that take part in the platform such as software, crowdfunding webpages, SEO, cloud services, etc. This association has helped NGOs all over the world, and it can prepare tailored technical help for each organization. In every country, you can find a similar association that is partnered with TechSoup and can help you to find solutions to this kind of problems. Techsoup is partnered with many other companies, such as Microsoft, Airbnb, Adobe, TeamViewer or Google for Nonprofits so that you can find great offers in high-end technologies.	 <a href="https://www.techsoup.org/">https://www.techsoup.org/</a>	
<b>Google for Nonprofits</b>	Google gives away free ads, software, and even has a daily giving app. Among everything Google provides for nonprofits you can find the Google suite bundle, including drive, docs, Gmail, and calendar, Google ads for nonprofits, special profiles for NGOs on Youtube, and more. This platform is also linked to Techsoup, so you can use all the tools Google offers for NGOs and	 <a href="https://www.google.com/nonprofits/">https://www.google.com/nonprofits/</a>	



	also all the help TechSoup provides.		
<b>PayPal for Nonprofits</b>	Paypal allows embedding a donate button in your website and other devices to raise funds. The data of the donor is kept private. This is a very-easy-to-use platform, with great reach since it has lots of users all over the world. The platform keeps a small amount of each transaction.	 <a href="https://www.paypal.com/us/webapps/mpp/nfp">https://www.paypal.com/us/webapps/mpp/nfp</a>	

#### 4.4. FUNDRAISING TOOLS - NATIONAL LEVEL

NAME	EXPLANATION	LINK & LOGO	QR CODE
<b>Lánzanos</b> (Spain)	It uses a different method other than crowdfunding. This platform looks for votes on its website to be chosen as a funded project by sponsoring companies.	 <a href="https://www.lanzanos.com">https://www.lanzanos.com</a>	
<b>Verkami</b> (Spain)	It is mostly centred on creative and artistic projects so that it can be used as a fundraising method for artistic outputs coming from SNGOs.	 <a href="https://www.verkami.com">https://www.verkami.com</a>	
<b>Ulule</b> (Spain & international)	A crowdfunding platform that is now a leading community-backed incubator of positive impact projects. The platform welcomes a wide variety of projects: from local micro projects to large-scale international ones.	 <a href="https://www.ulule.com">https://www.ulule.com</a>	



<b><u>NGO focused fundraising platforms:</u></b>			
<b>Microdonaciones.net</b> (Spain)	This website works only for SNGOs that are set in Spain and are declared useful for the public. Donors can make periodical donations every month.	 <a href="https://microdonaciones.net">microdonaciones.net</a>	
<b>Migranodearena.org</b> (Spain)	This platform is also focused on NGOs. Through challenges and sharing in social networks, the SNGO can receive donations every month.	 <a href="https://migranodearena.org">migranodearena.org</a>	
<b>NGO Support Centre</b> (Cyprus)	An independent non-governmental, non-profit organisation dedicated to the development and strengthening of civil society in Cyprus. Among others, NGO support centre organise trainings for individual or groups interested to set up an NGO	 <a href="https://ngo-sc.org/">https://ngo-sc.org/</a>	




<b>GoGetFunding</b>  (International & Cyprus)	Even if GoGetFunding is not a Cypriot online platform for crowdfunding, it is used a lot by Cypriot citizens to raise money for specific activities.	  <a href="https://gogetfunding.com/campaigns/?country=cy">https://gogetfunding.com/campaigns/?country=cy</a>	
<b>Stifter-helfen - Haus des Stiftens</b> (Germany)	„Stifter helfen“ offers IT donations/ Software for special conditions (e.g. lower price) for non-profits as well as IT services.	  <a href="https://www.stifter-helfen.de/">https://www.stifter-helfen.de/</a>	
<b>Startnext (Germany)</b>	This is a crowdfunding platform widely used for all kinds of projects, ideas, projects, organisations, start-ups and so on in Germany.	  <a href="https://www.startnext.com/">https://www.startnext.com/</a>	
<b>99Funken (Germany)</b>	This is a crowdfunding platform of the German Sparkasse (savings bank), which besides the normal cofounding also provides the possibility for the regional Sparkasse to co-fund a project.	  <a href="https://www.99funken.de/">https://www.99funken.de/</a>	







<b>Helpedia (Germany)</b>	This platform provides the possibility of personal appeals for donations due to an event e.g. birthday.	 <a href="https://helpedia.de/">https://helpedia.de/</a>	
<b>Sozialspende.de (Germany)</b>	This is a platform for the facilitation of monetary donations or donations in kind for social purposes. Organisations are able to register their organization in order to get donations.	 <a href="https://www.sozialspende.de/">https://www.sozialspende.de/</a>	
<b>Schulengel (Germany)</b>	Through this platform, organisations can be supported while purchasing something in a participating online shop and by this generating a small donation. Organisations can be registered in order to get donations.	 <a href="https://www.schulengel.de/">https://www.schulengel.de/</a>	
<b>WeCanHelp (Germany)</b>	Through this platform, organisations can be supported while purchasing something in a participating online shop and by this generating a small donation. Organisations can be registered in order to get donations.	 <a href="https://www.wecanhelp.de/">https://www.wecanhelp.de/</a>	



<b>HIGGS</b> (Greece)	It is an organisation which aims to reinforce NGOs in Greece, through educational and supportive programs and activities that are carried out.	 <a href="https://higgs3.org">https://higgs3.org</a>	
<b>Give&amp;Fund</b> (Greece)	It is a Greek online platform for crowdfunding since 2014. It is a tool for companies, organisations, individuals and NGOs to find resources.	 <a href="https://www.giveandfund.com/">https://www.giveandfund.com/</a>	
<b>Act4Greece</b> (Greece)	It is an online crowdfunding platform, which enables the gathering of resources from anyone interested.	 <a href="https://www.act4greece.gr/">https://www.act4greece.gr/</a>	



<b>Italia nonprofit</b> (Italy)	It is a social business that supports nonprofits to orienteer through materials, laws, networking and very useful explanations.	 <a href="https://italianonprofit.it/">https://italianonprofit.it/</a>	
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<b>Produzioni dal basso (Italy)</b>	Crowdfunding platform	<b>produzionidalbasso.</b> <a href="https://www.produzionidalbasso.com/">https://www.produzionidalbasso.com/</a>	
<b>Eppela (Italy)</b>	Crowdfunding platform. It features mentors to support fundraisers.	<b>epPela</b> <a href="https://www.eppela.com/">https://www.eppela.com/</a>	
<b>Rete del Dono (Italy)</b>	Crowdfunding platform for little nonprofits	 <a href="https://www.retedel dono.it/">https://www.retedel dono.it/</a>	

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#### 4.5. SOCIAL NETWORK MANAGEMENT TOOLS

<b>Hootsuite</b>	<p>The leader platform in social media management for companies and big profiles has a non-profit feature, Hootgiving, which provides significant discounts on their services and investments in NGO and training for NGO members. This platform allows you to schedule posts and has a more efficient view of posts and social media.</p> <p>It offers plans from 25 euros per month.</p>	 <b>Hootsuite™</b> <a href="https://hootsuite.com/es/about/hootgiving#">https://hootsuite.com/es/about/hootgiving#</a>	



<b>Sprout Social</b>	<p>Like many other similar tools, this one allows you to schedule posts and use different devices and networks to organise them. You have analytics to acknowledge the impact of your posts. The “Social inbox” feature allows you to manage all the messages you receive for your organization on social media. You can also schedule and publish posts across networks and devices, and collaborate with team members on content planning. It is one of the complete options; however, it is also one of the most expensive ones.</p>	 <b>sproutsocial</b>  <a href="https://sproutsocial.com/insights/case-studies/not-for-profits/">https://sproutsocial.com/insights/case-studies/not-for-profits/</a>	
<b>Later</b>	<p>Later is a great feature for a visual organization of your posts. You can post images on Twitter, Pinterest, Facebook and Instagram and access the analytics of the last one. This tool has a basic version that can be used for free, but if you need more features, you can pay between 9 and 49 euros. However, nonprofits have a 50% discount on their annual plans.</p>	  <a href="https://later.com/">https://later.com/</a>	



<b>Canva</b>	<p>Canva is a graphic design tool that needs no experience or knowledge of graphic design to create functional designs for posts and other uses. It can be a handy tool if you want a consistent branding on your posts or images quickly. This tool also has a basic version that works for free, but if you need more features, the subscription also has discounts for non-profit organizations.</p>	 <a href="https://www.canva.com/">https://www.canva.com/</a>	
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#### References:

The 10 Best Social Media Tools for Nonprofits

<https://www.wildapricot.com/blogs/newsblog/2018/03/13/best-social-media-tools-for-nonprofits>

Free Technology for Teachers

<https://www.freetech4teachers.com/2016/09/5-neat-things-students-can-do-with.html>