

# Toolkit on Digital Skills

A hands-on toolkit to support **Social Enterprises** and **Third Sector Social Organisations** with going digital.



Funded by  
the European Union

Image description: The picture depicts the flag of the European Union, next to it says "Funded by the European Commission"



Image description: The picture depicts the logo of EU3Digital.

# Toolkit on Digital Skills

A hands-on toolkit to support **Social Enterprises** and **Third Sector Social Organisations** with going digital.

## Content

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## Acronyms

**Alt-Text:** Alternative text

**EU:** European Union

**GDPR:** General Data Protection Regulation

**NGOs:** Non-governmental organisation

**SEs:** Social enterprises

**SME:** Small and medium-sized enterprise

**TSSOs:** Third sector social organisation

This Toolkit has been developed as part of the EU3Digital project, funded by Erasmus+.



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Image description: The picture depicts the logo of EU3Digital.

# About this Toolkit

Digital technologies are developing rapidly, and offer tremendous opportunities to social enterprises (SEs) and third sector social organisations (TSSOs) across Europe. To support SEs and TSSOs with going digital, this Toolkit provides users with a hands-on guide to open access tools, resources, and services that can enable them to adapt dynamically and swiftly to societal changes.

Whether you want to learn more about the processes you need to have in place to meaningfully implement digital tools within your organisation, or if you would like to learn which free or low-cost tools can support you in executing your organisation's mission and activities, you have arrived at the right place.

Starting with the basics of going digital and what you need to keep in mind when choosing the right software, the Toolkit takes you through processes specific to SEs and TSSOs in following chapters:



This Toolkit has been developed as part of the EU3Digital project, funded by Erasmus+. To learn more about the project and its resources, [click here](#).<sup>1</sup>

1. **The Basics** highlights the importance of harmonising your tools, utilising networks to get connected and access software, and how wellbeing can be taken into account when going digital.
2. In **Data Collection**, this toolkit discusses the different aspects of working from a strong basis of data to enable evidence-based action, ranging from data storage and analysis to visualisations and how to present data compellingly.
3. The **Cybersecurity** section takes you through the steps to becoming a cyber resilient organisation, including data protection and fraud prevention.
4. In **Teamwork**, the Toolkit spotlights processes and tools for remotely executing projects and activities with your team or project partners, covering planning, communications, and collaboration.
5. The chapter on **Finances** focuses on moving financial activities such as payments and accounting online, as well as how to leverage fundraising and e-commerce opportunities through digital platforms.

6. The **Design** section underlines the importance of compelling graphic, motion, and sound design for communicating your impact and increasing your outreach to a wider audience, referring to useful tools and websites that allow the creation of the visual stories that you always wanted to tell.
7. In **Outreach**, the Toolkit highlights how to significantly increase engagement among your network and external stakeholders through marketing and social media, and explains how this can support your advocacy efforts in the digital environment.
8. **Community Management** focuses on the importance of an active and engaged network, and refers you to tools and software that can support you in informing and connecting with your community in a digital setting.
9. The chapter on **Conferences & events** discusses how to find the conferencing platform that best suits your needs, as well as how to keep your audience engaged.

Last but not least, **Next Steps** builds on the rest of the Toolkit by looking at actions you can take to meaningfully implement your learnings in your organisati

## This Toolkit is for you if you want to...

- » Go digital to deliver **social impact**
- » **Meaningfully implement digital tools** that can ensure your organisation's sustainability and effective governance
- » **Work more effectively** with internal and external stakeholders
- » Seize current opportunities and respond to **existing challenges in a digital setting**
- » **Digitalise, but you do not have** a large budget or the right expertise

For every tool that is suggested in this Toolkit, you will see which features are free of charge and for which you will have to pay. In this way, we hope you can make an informed decision on which tools to pick.



# 1. The Basics

Before you go digital and start diving into this Toolkit, there are a couple of things to keep in mind, such as how to harmonise tools within your organisation so that you can implement them meaningfully, and how to ensure your team's wellbeing while working remotely. Moreover, it is also important to know that you do not have to do this all alone; there are many available networks that can support and advise you on your digital journey.

## 1.1. Harmonisation →

There are many different tools and software systems that you can use to digitise your organisation's processes. **To implement them meaningfully, it is important that you harmonise them.** This means that you should **create clear processes** in your organisation for communication, as well as document storage and sharing, and ensure that these processes are **reflected by your software systems**. It is also advisable, whenever possible, to **use tools from the same provider** rather than mixing and matching, and to only add a new provider when they offer a tool that is not already available in the suite supported by your current system.









## 1.2. Wellbeing →

Working remotely brings many advantages, such as being more agile and having more time for family and friends, as well as your own hobbies and self-care. However, since the onset of Covid-19 employees have also been working longer hours, facing larger workloads, and suffering an increased risk of burnout<sup>2</sup>. Therefore, while going digital it is important to have **regular check-ins** with your employees, identify which meetings can instead be an email and which need to be face-to-face, and **ensure the overall wellbeing of your remote team**.

## 1.3. Networks →

Networks are crucial in supporting your digital journey, be it financially or with expertise, thus it is always a good idea to **connect with organisations and networks that can advise and support you on your digital journey**.

# 1.1. Harmonisation

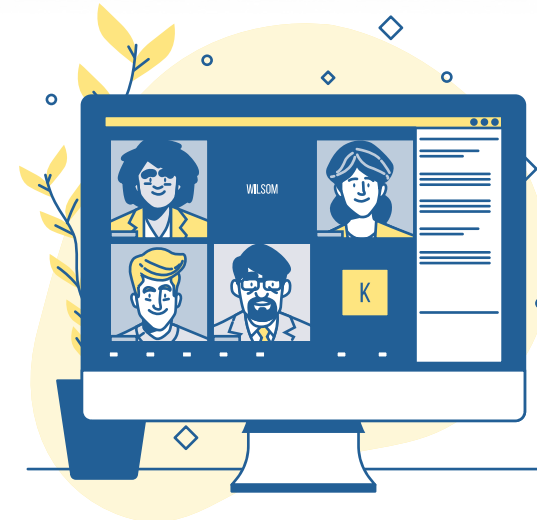
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|--|---|--|--|
|  <p><b>Google</b><br/>Software provider<br/><a href="#">access website</a> </p>  |   |  <p><b>Microsoft</b><br/>Software provider<br/><a href="https://www.microsoft.com">https://www.microsoft.com</a> </p>  |  |
| <p> <b>Free Version</b></p> <p>The free version includes, among other features, Google-:</p> <ul style="list-style-type: none"> <li>• Mail (email)</li> <li>• Docs (documents)</li> <li>• Drive (15GB storage)</li> <li>• Files</li> <li>• Slides</li> <li>• Hangouts (max. 100 participants, with a duration of max. 60 minutes)</li> <li>• Groups (collaboration and communication)</li> <li>• Analytics (customer journey)</li> <li>• Ads (free, but you pay for results)</li> <li>• Webmaster (marketing)</li> </ul> <p>All you need is a Google account.</p> | <p> <b>Paid Version</b></p> <p>The paid version includes, among other features, Google- :</p> <ul style="list-style-type: none"> <li>• Hangouts (max. 150 people, unlimited time, recording possible)</li> <li>• Drive (2 TB cloud storage/ user)</li> <li>• Analytics (premium)</li> <li>• And all features of the free version</li> </ul> <p>A Business account starts at ca. 5€/user/month.<sup>3</sup></p> | <p> <b>Free Version</b></p> <p>The free (online) version includes, among features:</p> <ul style="list-style-type: none"> <li>• Outlook (email)</li> <li>• Word (documents)</li> <li>• Excel (tables)</li> <li>• PowerPoint (presentations)</li> <li>• One Drive (5GB storage)</li> <li>• Teams (video conferencing up to 60 minutes and up to 100 participants)</li> </ul> <p>All you need is a private Outlook account.</p> | <p> <b>Paid Version</b></p> <p>Office 365 is used for commercial purposes and includes, among other features:</p> <ul style="list-style-type: none"> <li>• All features of the free version as desktop apps (for easier or offline use)</li> <li>• Teams (video conferencing up to 24 hours, hosting up to 10.000 participants; communication)</li> <li>• Access (databases)</li> <li>• Publisher (layout and design)</li> <li>• SharePoint (to collaborate on and share documents)</li> <li>• More storage space</li> </ul> <p>Microsoft 365 starts at ca. 5€/user/month. Microsoft offers <b>discounted solutions</b> to non-profit organisations. To access their discount, <a href="#">register here</a><sup>4</sup>.</p> |



## 1.2. Wellbeing Tips

Walk or stand during meetings or see whether you can schedule a simple phone call – this way you can avoid “Zoom fatigue” within your team.

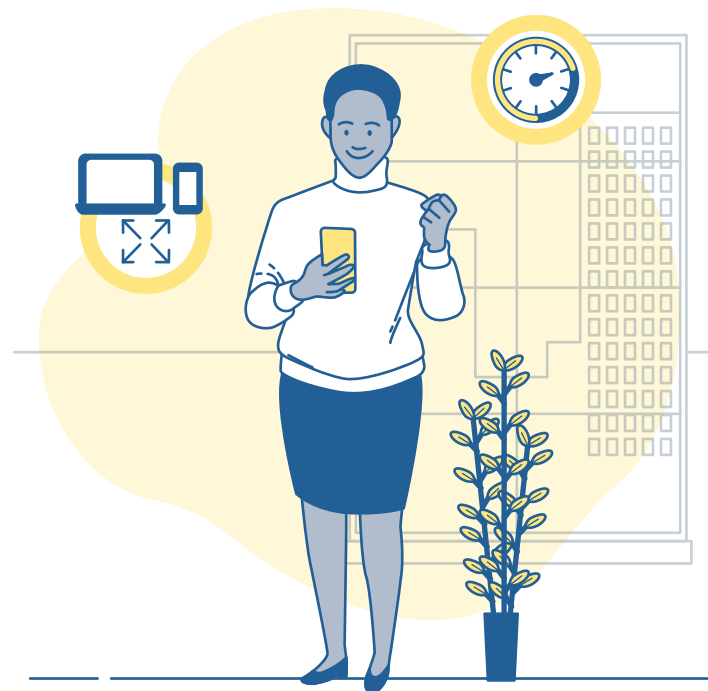
Get off the screen and do some yoga for your health! There are plenty of YouTube tutorials that can support you!



**Image description:** The image depicts the screen of a computer. On the screen it shows a video call.

Offer people days to relax, a day with no meetings, or a day off for mental health!

As a team leader, make sure workloads are manageable and give space for breathing! No one should work overtime hours or on weekends.



**Image description:** This image depicts a woman, who is wearing a skirt and has short hair. In the hand the woman holds a phone and looks at it. Around the woman there are small pictures showing a camera, a watch, a plant.

Create informal opportunities to connect by scheduling recurring 15-30 minute meetings on Zoom/MS Teams that colleagues can spontaneously and voluntarily join to have informal conversations with team members.

Remote team building can be a great way to get colleagues together and lift team spirit. There are plenty of options out there, such as organising a quiz (see the conferences and events section) or utilising a professional service that you can find via the internet.



**Image description:** The image depicts a woman sitting in nature while using their computer.

# 1.3. Network

## Techsoup

<http://www.techsoupeurope.org/ngo/> 



TechSoup equips changemakers with the technology solutions and skills they need to improve lives locally and globally. TechSoup organises and provides access to data, convenes activists, and shares knowledge. Get in touch with them and check out their website to find out about their ongoing projects and deals for impact makers.<sup>5</sup>

## Catalyst

<https://www.thecatalyst.org.uk/> 



Catalyst is a network helping UK civil society organisations grow their digital skills and processes through connecting charities and supporting organisations with the best free resources and services to make digitalisation easier. They have plenty of resources online, so even if you are not based in the UK, take a look!<sup>6</sup>

## WSA

<https://wsa-global.org/about/> 



WSA selects and promotes local digital innovations to improve society. Combining an ongoing series of international events and activities with a global network of start-ups, social entrepreneurs, mentors, jurors, speakers, experts, government leaders, academia, and civil society, WSA is an international platform showcasing cutting-edge examples of how information communication technology can impact society in a positive way.<sup>7</sup>

## DOT

<https://www.dotproject.coop/about-us> 



The DOT project offers numerous free digital resources and provides support for organisations to digitalise.<sup>8</sup>

## Search yourself!

The internet offers all the insights you need to learn a new skill or solve a problem. There are people who learn entirely new skill sets simply by watching YouTube tutorials, reading through online articles, or enrolling in a free online course. For what reason are we saying this? While we are suggesting specific tools, resources and tutorials in this Toolkit, it may be that a particular tutorial is not available in your native language or that it is either too easy or too advanced; furthermore, a better one may come up in the near future. We would thus like to encourage you to always search for tutorials and answers on the internet yourself, as it offers plenty of resources and support!



## 2. Data Collection

The foundation for evidence-based activities is a strong base of data. In order to arrive there, you need to go out and collect data, store it in a centralised spot in order to analyse it, and last but not least, visualise and present your data to make it accessible for your team, the wider public, and decision-makers.

### 2.1. Collection →

Collecting data likely constitutes an integral part of your work, whether it is to understand your beneficiaries' needs or inform your project response and targeted advocacy. To collect data, you can **create simple and accessible surveys**. However, **data must be handled responsibly** at all times, as you may work with sensitive and/or personal data. EU laws, such as the General Data Protection Regulation (GDPR), provide rules that organisations and companies must comply with when processing personal data.<sup>9</sup>

### 2.2. Storage →

Once you have collected the data of your respondents, you want to **store the data centrally and in a GDPR compliant manner**.

### 2.3. Visualisation →

Through visualising your data, you can **make your findings accessible to a broader audience and communicate them in a powerful way**. This means that instead of using pure numbers and percentages, you could create colourful charts, graphs, or infographics to ensure that people easily understand your findings.

### 2.4. Presentation →

After you have collected, stored, and visualised your data, the next step would be to **present your data** to your board, colleagues, network, or decision makers. To do so, you can easily create your own presentation and can use the graphs or pictograms that you developed in the step above.

# 2.1. Collection

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| <div data-bbox="133 525 882 628"> <h3>Free Version</h3> </div> <div data-bbox="133 628 882 984"> <p>The free version includes:</p> <ul style="list-style-type: none"> <li>• Google Forms, if you have a Google account</li> <li>• Limited storage (Google Drive)</li> <li>• GDPR compliance, but this requires steps from your side</li> </ul> </div> <div data-bbox="882 525 1632 628"> <h3>Paid Version</h3> </div> <div data-bbox="882 628 1632 984"> <p>The paid version includes:</p> <ul style="list-style-type: none"> <li>• All free features</li> <li>• Unlimited storage</li> <li>• Management rights</li> </ul> <p>A Business account starts at ca. 5€/per user/month.</p> </div> | <div data-bbox="1699 525 2449 628"> <h3>Free Version</h3> </div> <div data-bbox="1699 628 2449 984"> <p>The free version includes:</p> <ul style="list-style-type: none"> <li>• Microsoft Forms, if you have a Microsoft account</li> <li>• Microsoft Forms (online version)</li> <li>• Limited storage</li> <li>• GDPR compliance, but this requires steps from your side</li> </ul> </div> <div data-bbox="2449 525 3195 628"> <h3>Paid Version</h3> </div> <div data-bbox="2449 628 3195 984"> <p>The paid version (Microsoft 365) includes:</p> <ul style="list-style-type: none"> <li>• All free features</li> <li>• Microsoft Forms (desktop version)</li> <li>• Unlimited storage</li> </ul> <p>Microsoft 365 starts at 10,50€/user/month, but there is a discount for nonprofits (<a href="#">see here</a>).</p> </div> |

## How to collect data?

[Datawise](#) provides training in the essential skills that you need to use for data management, analysis, and presentation at your small charity or community organisation.<sup>10</sup>



## How to collect data in a GDPR compliant manner with Google Forms?

The Measured Collective has written an article taking you through the steps of collecting data in a GDPR compliant manner via Google Forms. You can access it [here](#).<sup>11</sup>

## How to collect data in a GDPR compliant manner with Microsoft Forms?

TU Dublin created an overview of all the steps you need to keep in mind in order to comply with data protection responsibilities when using Microsoft Forms. Click [here](#) to access it.<sup>12</sup>

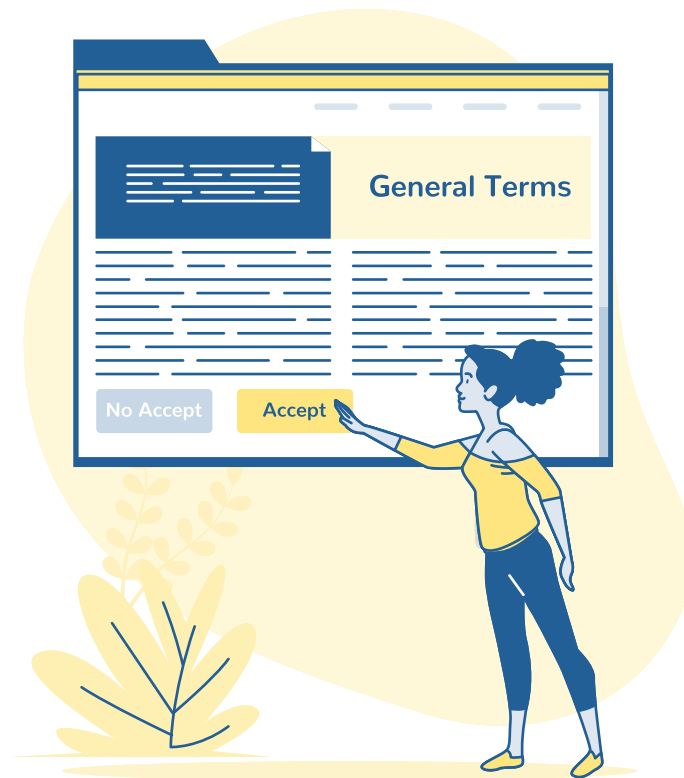
## 2.2. Storage

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| <div data-bbox="133 369 299 506">  </div> <div data-bbox="333 369 866 534"> <h3>Google Sheet</h3> <p>Spreadsheet</p> <p><a href="https://www.google.com/sheets/about/">https://www.google.com/sheets/about/</a></p> </div>   | <div data-bbox="1632 369 1799 506">  </div> <div data-bbox="1832 369 3195 534"> <h3>Microsoft Excel</h3> <p>Spreadsheet</p> <p><a href="https://www.microsoft.com/en-us/microsoft-365/excel">https://www.microsoft.com/en-us/microsoft-365/excel</a></p> </div>  |
| <div data-bbox="133 534 866 628"> <h4>Free Version</h4> </div> <div data-bbox="133 628 866 1031"> <p>The free version includes:</p> <ul style="list-style-type: none"> <li>• Google Sheet, if you have a Google account</li> <li>• The ability to import data from Google Forms to Google Sheets in order to store and analyse your data</li> <li>• Limited storage (Google Drive)</li> </ul> </div> <div data-bbox="866 534 1632 628"> <h4>Paid Version</h4> </div> <div data-bbox="866 628 1632 1031"> <p>The paid version includes:</p> <ul style="list-style-type: none"> <li>• All free features</li> <li>• Unlimited storage</li> <li>• More security settings</li> </ul> <p>A Business account starts at ca. 5€/per user/month.</p> </div> | <div data-bbox="1632 534 2399 628"> <h4>Free Version</h4> </div> <div data-bbox="1632 628 2399 1031"> <p>The free version includes:</p> <ul style="list-style-type: none"> <li>• Microsoft Excel (online version), if you have a Microsoft account</li> <li>• The ability to import data from Microsoft Forms to Microsoft Excel in order to store and analyse your data</li> <li>• Limited storage</li> </ul> </div> <div data-bbox="2399 534 3195 628"> <h4>Paid Version</h4> </div> <div data-bbox="2399 628 3195 1031"> <p>The paid version includes:</p> <ul style="list-style-type: none"> <li>• All free features</li> <li>• Microsoft Excel (desktop version)</li> <li>• Unlimited storage</li> <li>• Store data in SharePoint or Onedrive</li> </ul> <p>Microsoft 365 starts at 10,50€/user/month, but there is a discount for nonprofits (see here).</p> </div> |
| <div data-bbox="133 1140 866 1757"> <h3>What is data protection?</h3> <p>The DOT Project has created an introduction to <a href="#">Data protection and online security</a> for organisations.<sup>13</sup></p> </div> <div data-bbox="866 1140 1632 1757"> <h3>What is GDPR?</h3> <p>The GDPR is an EU law with rules for how organisations and companies must process personal data. To learn more about GDPR, click <a href="#">here</a>.<sup>14</sup></p> </div>  | <div data-bbox="1632 1140 2399 1757"> <h3>How to store data in a GDPR compliant manner using Google?</h3> <p>This <a href="#">YouTube video</a> takes you through the process of storing data in Google.<sup>15</sup></p> <p>To be GDPR compliant, take a look at this <a href="#">overview</a> from Google.<sup>16</sup></p> </div> <div data-bbox="2399 1140 3195 1757"> <h3>How to store data in a GDPR compliant manner using Microsoft?</h3> <p>If you wonder how to store your data, check out this step-by-step <a href="#">video</a>.<sup>17</sup></p> <p>To be GDPR compliant, Microsoft has published a <a href="#">Q&amp;A</a> to answer all of your questions.<sup>18</sup></p> </div>  |

## 2.2. Storage

### How do I know if my organisation is GDPR compliant?

ICO has developed a [Data protection self-assessment](#), which provides useful tips and a self-assessment test to help you determine if your organisation is compliant with GDPR.<sup>19</sup>



**Image description:** The image depicts a woman giving a presentation. The woman points with their finger to a presentation that is projected to the wall.



**Image description:** The image depicts a man who is lifting a weight that you can put on a scale to measure something. Behind the man is big scale

### What is special category data?

The GDPR describes special category data as personal data that discloses racial or ethnic origin, political affiliations or opinions, religious beliefs, genetic data, sexual orientation, or biometric information. Non-governmental organisations (NGOs) and other non-profit organisations have a particular tendency to handle such information. ICO has created [a resource](#) that provides information and a checklist on how to handle special category data.<sup>20</sup>

### How to process data in a GDPR compliant manner?

This [Record of processing activities](#) developed by CNIL provides valuable information and tools to help organisations to comply with GDPR. At this link, there is detailed information about creating records of data processing activities, as well as a template that is ready for you to use.<sup>21</sup>



**Image description:** The image depicts two hands using a tablet. On the table, next to the tablet there is a pencil, a notebook and glasses

## 2.3. Visualisation

## 2.4. Presentation



### Piktochart

Illustration and Infographics

<https://piktochart.com/> [↗](#)

#### Free Version

The free version includes, among other features:

- Unlimited templates
- Unlimited images
- Unlimited illustrations
- Unlimited downloads

#### Paid Version

The paid version includes, among others features:

- All free features
- Team collaboration
- Custom templates
- Brand assets

Pro package costs 14€/user/month.



### Google Slides

Presentation

<https://www.google.com/slides/about/> [↗](#)

#### Free Version

The free version includes:

- Google Slides, if you have a Google account
- Limited storage (Google Drive)

#### Paid Version

The paid version includes:

- All free features
- Unlimited storage

A Business account starts at ca. 5 €/per user/month.



### Powerpoint

Presentation

<https://www.microsoft.com/en-us/microsoft-365/powerpoint> [↗](#)

#### Free Version

The free version includes:

- PowerPoint (online version), if you have a Microsoft account
- Limited storage

#### Paid Version

The paid version includes:

- All free features
- PowerPoint (desktop version)
- Unlimited storage

Microsoft 365 starts at 10,50€/user/month, but there is a discount for nonprofits (see here).

### Did you know that you can visualise your data within Google Sheets and Microsoft Excel?

The [Google Sheets: Visualise Data in a Dashboard with Charts, Pivot Tables, and Slicer filters Combined](#) tutorial takes you through the steps of visualising your data with Google Sheets.<sup>22</sup> For Microsoft Excel, the [Visualising Data in Excel](#) tutorial takes you through the steps of visualising your data.<sup>23</sup>



## 3. Cybersecurity

To become a cyber resilient organisation, particularly as you are moving your daily operations online, you need to make sure that your organisation's data is safe and that you have in place measures and processes for data protection and fraud prevention.

### 3.1. Data protection →

As already mentioned in the data collection section, working with and processing data must be done responsibly. However, it is equally important that you **protect your organisation's own data**. This can include **encrypting emails and managing passwords responsibly**, as weak, stolen, or reused employee passwords are one of the most common causes of data breaches.<sup>24</sup>

### 3.2. Fraud prevention →

Every organisation is a potential target for fraudsters. Unfortunately, third sector organisations are no exception, and financial fraud has become increasingly common. Most NGOs do not have a dedicated department for **minimising fraud risk**, so it is very important to keep your teams informed of **best practices and guidelines** so that they can operate in the most secure way possible.

Image description: The image depicts a computer screen. On the screen is a big lock.



## 3.1. Data protection



### Passbolt

Password manager

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

#### Free Version

The free version includes, among other features:

- Password management for unlimited users
- Password sharing
- User and group management

#### Paid Version

The paid version includes, among other features:

- Password collaboration
- Private and shared folders
- Activity log

Price for 10 users: 30 €/ month.



### 1Password

Password manager

<https://1password.com/de/>

#### Free Version

The free version includes:

- A 30 day trial

#### Paid Version

The paid version includes, among other features:

- Up to 10 users
- Two-factor identification
- Private and shared folders

The price for 10 users is around 20€/ month.

### Do you want to learn how to encrypt your emails? <sup>25</sup>

Microsoft created a [webpage](#) that takes you through the steps of encrypting your Outlook emails.

Similarly, Google has created a [webpage](#) where you can learn how to encrypt emails sent via Gmail. <sup>26</sup>

### Email encryption

With just a few steps, you can encrypt emails sent via your Gmail or Outlook accounts. This is free of charge if you have a Google or Microsoft account.



## 3.2. Fraud prevention

### The small charities guide to prevent fraud

[https://cfg.org.uk/userfiles/documents/CFG%20resources/CFG%20Publication/CF240\\_SmallCharitiesGuide.pdf](https://cfg.org.uk/userfiles/documents/CFG%20resources/CFG%20Publication/CF240_SmallCharitiesGuide.pdf) 

#### Description

This resource offers practical guidance that will help NGOs to be confident in developing a fraud prevention policy.<sup>27</sup>

### Top 10 Free Cybersecurity Training for Employees

<https://www.edapp.com/top-10-cyber-security-training-for-employees> 

#### Description

EdApp provides training courses for employees, with the aim of raising awareness about cyber threats and attacks.<sup>28</sup>

### Guidance Protect your charity from fraud and cyber crime

<https://www.gov.uk/guidance/protect-your-charity-from-fraud#how-to-protect-against-different-types-of-fraud> 

#### Description

This guide offers information about fraud and cybercrime, including e-learning on how to spot it and what you can do to protect against it.<sup>29</sup>



#### How to develop a cyber resilient organisation?

The DOT Project's [Developing a cyber resilient organisation](#) gives you an introduction into cyber security, first steps you can take as an organisation, and signposts to further resources.<sup>30</sup>

**Image description:** The image depicts hardware, around the are locks.

## 4. Teamwork

To execute your organisation's activities or implement a project with your team or wider consortium in a digital setting, you need to have processes and tools in place that allow you to plan, communicate, and collaborate with your team members and external partners on joint activities and projects.

### 4.1. Planning →

To plan and execute projects in the digital space, you want to **track tasks** among different team members or partners, make them easy to understand, and **create workflows**, as well as identify priorities for each colleague or partner. There are a number of tools that can support you with those processes.

### 4.2. Communication →

To **keep your team and project partners engaged and up to speed** with recent developments surrounding your project, you can organise monthly/weekly meetings via a video conferencing platform or use very helpful apps that **make communication easier**. An important criterion for effective project communication is that you make sure to collectively decide on the channels you would like to use.

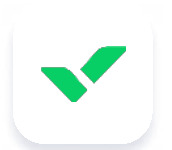
### 4.3. Collaboration →

To involve your team and project partners in collective brainstorm sessions, you can **use virtual whiteboards to brainstorm** while connecting through a conferencing platform. You could use those virtual whiteboards for workshops, meetings, and webinars, as well as to collect feedback or ideas for new projects and strategies. If you would like to **jointly collaborate on deliverables** such as reports, make sure that you agree on one system to avoid confusion.



**Image description:** The image depicts 4 people, 3 women and one man. For two of them it shows a check - meaning that they have completed e.g. a task

## 4.1. Planning



### Wrike

Centralised task management

<https://www.wrike.com/main/> 

#### Free Version

The free version includes:

- 1-5 users
- The ability to manage tasks and subtasks
- Web, desktop and mobile apps
- Cloud storage integrations (e.g. Google Drive, Dropbox, and Office 365). The free version is perfect for you if you need to centralise your tasks.

#### Paid Version

The paid version includes, among other features:

- All free features
- Interactive GANTT charts
- Individual workflows
- Assigning and approving tasks
- Collaboration

For smaller teams (5-15 users), Wrike starts at ca. 8€/month/user.



### Todoist

Task management

[https://todoist.com/home?gspk=c2VtYW50aWNsYWJzNzMxNw&utm\\_campaign=s...](https://todoist.com/home?gspk=c2VtYW50aWNsYWJzNzMxNw&utm_campaign=s...) 

#### Free Version

The free version includes:

- 5 active projects
- 5 collaborators/project
- 5MB storage for file uploads
- Weekly activity history

#### Paid Version

The paid version includes, among other features:

- 300 active projects
- 25 collaborators per project
- 100 MB storage for file uploads
- Reminders for outstanding tasks
- Unlimited activity history
- Automatic backup

3€ monthly/user, but Todoist offers a 50% discount for nonprofits.

## 4.2. Communication



### Slack

Communication

<https://slack.com/pricing> 

#### Free Version

The free version includes:


- 1 general channel for your community
- One-on-one calls
- 5GB file storage
- The ability to view the last 10k messages in the chat
- Data encryption
- Two factor authentication

#### Paid Version

The paid version includes, among other features:


- All free features
- Communication with external organisations
- Group calls
- Access to the whole chat history
- The ability to connect Slack with other apps
- Different chats
- More storage

For smaller teams, Slack starts at 6,25€/month.



### Discord

Communication

<https://discord.com> 

#### Free Version

This is and will remain free of charge, and includes:

- The ability to create different channels for your community
- A direct messaging option
- Video calls
- Screen shares
- Collaboration
- A desktop app available for Mac, Windows, Linux, or iOS

## 4.2. Communication

## 4.3. Collaboration



### Twist

Task management

<https://twist.com>

#### Free Version

The free version includes:

- Up to 500 members
- 5 integrations
- Unlimited guests
- Access to 1 month of comments and messages

#### Paid Version

The paid version includes, among other features:

- All free features
- Unlimited members
- Unlimited integrations
- Unlimited guests
- Unlimited file storage
- Support for your time management and tasks
- Unlimited access to the full history and comments

5€ monthly/user, but Twist offers a 50% discount to nonprofits.



### Miro

Whiteboard

<https://miro.com>

#### Free Version

The free version includes:

- Unlimited number of team members
- 3 editable whiteboards
- Templates

#### Paid Version

The paid version includes, among other features:

- All free features
- Unlimited whiteboards
- Unlimited visitors who can edit

Starts at 8€/month/user.

#### How can I make Miro accessible?

To make Miro accessible, e.g. for persons who have a colour vision deficiency, you can refer them to the app [ColorADD](#), which aims to support people with the identification, orientation, or choice of colours.<sup>31</sup>

# 5. Finances

Moving your financial operations online encompasses the implementation of security measures for online payments and keeping track of your financial activities in a centralised location for accounting purposes. With the recent push towards digitalisation, increasing numbers of opportunities for organisations have surfaced, such as fundraising and applying for funds through digital platforms, as well as promoting and selling products through e-commerce

## 5.1. Payments & Accounting →

When moving your payments online, it is important that you have basic security measures in place. This includes, among other actions, **checking your financial statements regularly** for inconsistencies and implementing **two-factor authentication**. In addition, you need to identify a **dedicated payment method** for online transactions.

For the daily recording of your organisation's financial transactions in organised accounts, you need to engage in bookkeeping. To do so, it is important that you store your financial activities in a centralised location, such as a spreadsheet, and that you save all your invoices. Furthermore, you need to analyse and report your financial activities, including for taxation purposes.

## 5.2. Fundraising →

Whether it is for **crowdfunding, integrating your fundraiser into your website or applying for EU funds**, when moving your fundraising activities online it is important that you reach the right people, use the right platforms, and fundraise in a GDPR compliant manner.

## 5.3. E-commerce →

Online shopping has become a consistent consumer trend in recent years, and offers you the opportunity to **reach farflung potential customers and** promote your products across the globe. To do this, you need to develop an **online shop** and a **strong marketing strategy**, but you also need to **comply with regulations** and find **the right platform** for your needs.



## 5.2. Payments & Accounting



### Zoho Invoice

Bookkeeping

<https://www.zoho.com/de/invoice/create-send-invoices/>

#### Free Version

Zoho Invoice is and remains free, and includes, among other features:

- Invoices
- Customer data saving
- Timekeeping



### FreshBooks

Bookkeeping

[https://todoist.com/home?gspk=c2VtYW50aWNsYWJzNzMxNw&utm\\_campaign=s...](https://todoist.com/home?gspk=c2VtYW50aWNsYWJzNzMxNw&utm_campaign=s...)

#### Free Version

The free version includes:

- A trial period
- Invoice templates

#### Paid Version

The paid version includes, among other features:

- Unlimited invoices
- Expense tracking
- The ability to receive payments
- Tax tracking

Starts at around 4€/month.



### Xero

Accounting

<https://www.xero.com>

#### Free Version

The free version includes:

- A 30 day trial

#### Paid Version

The paid version includes, among other features, the ability to:

- Send quotes and 20 invoices
- Enter 5 bills
- Reconcile bank transactions
- Capture bills and receipts with Hubdoc
- Create short-term cash flow and business snapshots


Starts at around 20€/month.

### Where can I get accounting support?

There are many different networks that can support you in accounting! Often, municipalities, chambers of commerce, banks, and local small and medium-sized enterprise (SME) networks stand ready to support you!



## 5.2. Payments & Accounting




### Quickbooks

Accounting

<https://quickbooks.intuit.com/eu/oa/online-accounting-software-for-small-business...>

| 📁 Free Version   | 💰 Paid Version  |
|--|---|
| <p>The free version includes:</p> <ul style="list-style-type: none"> <li>• A 30 day trial</li> </ul> | <p>The paid version includes, among other features, the ability to:</p> <ul style="list-style-type: none"> <li>• Track income and expenses</li> <li>• Send custom invoices and quotes</li> <li>• Connect your bank</li> <li>• Track VAT</li> <li>• Add one user in addition to your accountant</li> </ul> <p>Starts at around 7€/month.</p> |



### Microsoft Excel

Spreadsheet and accounting

<https://www.microsoft.com/en-us/microsoft-365/excel>

| 📁 Free Version   | 💰 Paid Version   |
|--|--|
| <p>The free version includes:</p> <ul style="list-style-type: none"> <li>• Microsoft Excel (online version), if you have a Microsoft account</li> <li>• The ability to import data from Microsoft Forms to Microsoft Excel in order to store and analyse your data</li> <li>• Limited storage</li> </ul> | <p>The paid version includes:</p> <ul style="list-style-type: none"> <li>• All free features</li> <li>• Microsoft Excel (desktop version)</li> <li>• Unlimited storage</li> <li>• Data storage in SharePoint or Onedrive</li> </ul> <p>Microsoft 365 starts at 10,50€/user/month, but there is a discount for nonprofits (see here).</p> |

### How can I use Microsoft Excel for basic accounting?

You can use Microsoft Excel for finance, accounting, and financial analysis. Check out the [Excel Basics and Formatting \[for Accounting and Finance\]](#) YouTube tutorial to learn more.<sup>32</sup>

## 5.2. Payments & Accounting

## 5.3. Fundraising



### Google Sheet

Spreadsheet and accounting

<https://www.google.com/sheets/about/>

#### Free Version

The free version includes:

- Google Sheets, if you have a Google account
- The ability to import data from Google Forms to Google Sheets in order to store and analyse your data
- Limited storage (Google Drive)

#### Paid Version

The paid version includes, among other features:

- All free features
- Unlimited storage
- More security settings

A Business account starts at ca. 5€/per user/month.



### Go Fund Me

Crowdfunding platform

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

#### Free Version

Go Fund Me is and remains free, and includes the ability to:









- Create a fundraiser
- Share a fundraiser
- Manage donations
- Access tips

There is a transaction fee (automatically deducted from donations).

### How can I use Google Sheets for basic accounting?

You can also use Google Sheets for finance, accounting, and financial analysis. Take a look at the [Accounting for Startups Creating Reports in Google Sheets](#) YouTube tutorial, which takes you through the steps.<sup>33</sup>

## 5.3. Fundraising

|  |  |
|--|--|
| <div data-bbox="179 390 269 476"></div> <div data-bbox="343 377 559 427"><b>Donorbox</b></div> <div data-bbox="343 444 1006 476">Crowdfunding platform and website integration</div> <div data-bbox="343 491 679 523"><a href="https://donorbox.org/pt">https://donorbox.org/pt</a> </div>   | <div data-bbox="1729 390 1819 476"></div> <div data-bbox="1885 377 2025 427"><b>Raklet</b></div> <div data-bbox="1885 444 2548 476">Crowdfunding platform and website integration</div> <div data-bbox="1885 491 2229 523"><a href="https://hello.raklet.com/">https://hello.raklet.com/</a> </div>  |
| <div data-bbox="179 577 419 615"> <b>Free Version</b></div> <p>The free version includes the ability to:</p> <ul style="list-style-type: none"> <li>• Create a fundraiser that is integrated with your website</li> </ul> <div data-bbox="926 577 1166 615"> <b>Paid Version</b></div> <p>The paid features include:</p> <ul style="list-style-type: none"> <li>• Donor box fee (1,5%)</li> <li>• Payment processing fees</li> </ul> | <div data-bbox="1729 577 1969 615"> <b>Free Version</b></div> <p>The free version includes, among other features:</p> <ul style="list-style-type: none"> <li>• Fundraiser creation, integrated with your website</li> <li>• Community management</li> <li>• Creation of groups, events and messages</li> </ul> <p>There is a transaction fee (automatically deducted from donations), but it is free for up to 50 contacts.</p> <div data-bbox="2465 577 2705 615"> <b>Paid Version</b></div> <p>The paid version includes, among other features:</p> <ul style="list-style-type: none"> <li>• All free features</li> <li>• Lower transaction fees</li> <li>• Customised sections</li> </ul> <p>For up to 100 contacts, it starts around 40€/month</p> |

### How to run a successful crowdfunding campaign?

Take a look at Eurocrowd's (free-of-charge) three-part course on "[Successful Crowdfunding in 15 Steps](#)" to learn how to run a successful crowdfunding campaign.<sup>34</sup>













### How to apply for EU funding online?

Applying for EU funding via the EU Funding & Tenders Portal can be challenging. For this reason, the European Commission has recorded a [Webinar session: The Funding & tenders Portal for beginners](#), which takes you through the basic steps.<sup>35</sup>

### How to fundraise in a GDPR compliant manner?

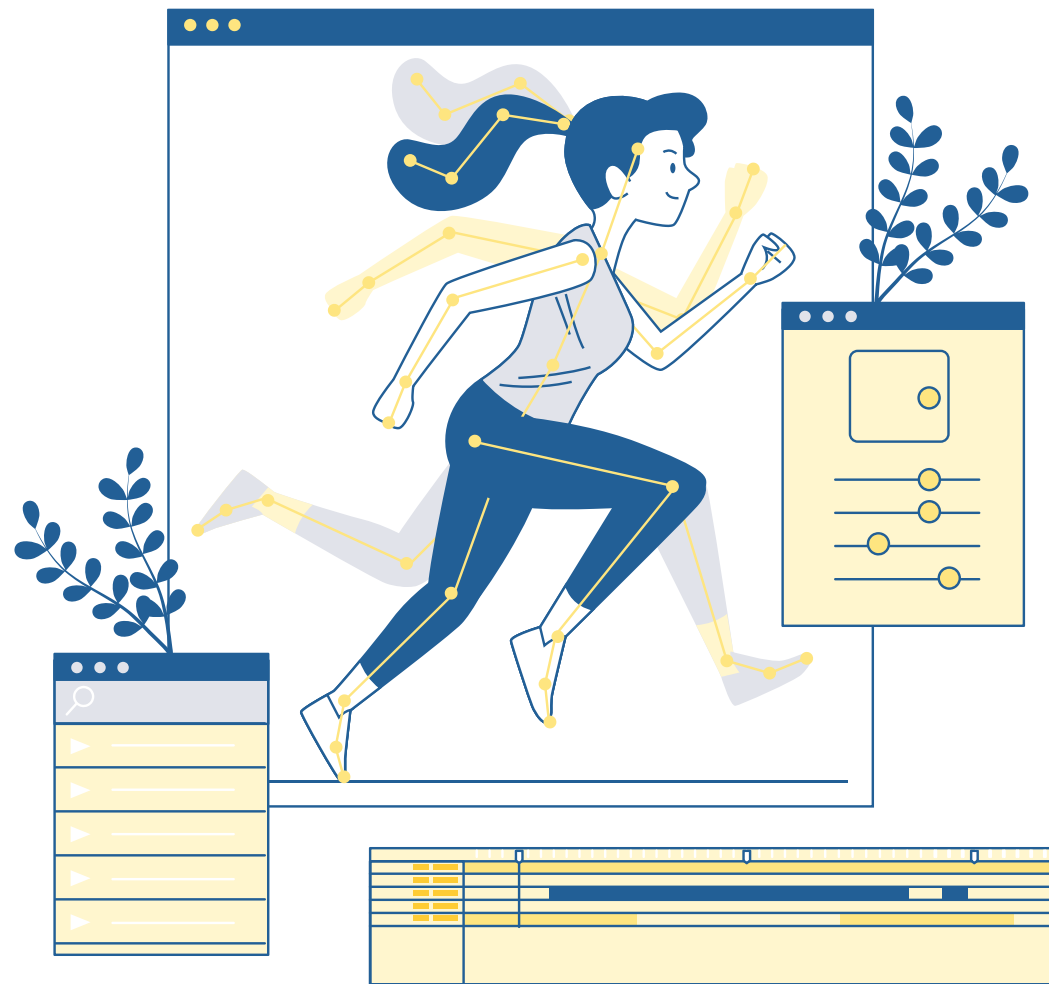
[GDPR & Charitable Fundraising](#) by FR and the Institute for Fundraising takes you through all the steps of fundraising while complying with GDPR standards.<sup>36</sup>

## 5.4. E-commerce

|   |   |
|---|---|
| <div data-bbox="146 363 303 508">  </div> <div data-bbox="333 363 693 433"> <h3>Facebook shop</h3> </div> <div data-bbox="333 433 516 478"> <p>Online shop</p> </div> <div data-bbox="333 478 1146 523"> <p><a href="https://www.facebook.com/business/tools/shops/get-started">https://www.facebook.com/business/tools/shops/get-started</a> </p> </div> <div data-bbox="173 570 429 619"> <p> Free Version</p> </div> <div data-bbox="166 652 609 699"> <p>The free features include:</p> </div> <div data-bbox="186 705 806 806"> <ul style="list-style-type: none"> <li>• Setting up a Facebook shop that is linked to Instagram</li> </ul> </div> <div data-bbox="909 570 1176 619"> <p> Paid Version</p> </div> <div data-bbox="899 652 1352 699"> <p>The paid features include:</p> </div> <div data-bbox="919 705 1549 806"> <ul style="list-style-type: none"> <li>• Selling products (the selling fee is 5% per shipment)</li> </ul> </div>                                   | <div data-bbox="1682 363 1839 508">  </div> <div data-bbox="1862 363 2059 433"> <h3>Shopify</h3> </div> <div data-bbox="1862 433 2049 478"> <p>Online shop</p> </div> <div data-bbox="1862 478 2242 523"> <p><a href="https://www.shopify.com">https://www.shopify.com</a> </p> </div> <div data-bbox="1702 570 1962 619"> <p> Free Version</p> </div> <div data-bbox="1692 652 2145 699"> <p>The free version includes:</p> </div> <div data-bbox="1712 705 1979 754"> <ul style="list-style-type: none"> <li>• A 14 day trial</li> </ul> </div> <div data-bbox="2452 570 2728 619"> <p> Paid Version</p> </div> <div data-bbox="2439 652 3152 752"> <p>The paid version includes, among other features:</p> </div> <div data-bbox="2459 757 3168 1271"> <ul style="list-style-type: none"> <li>• An online store</li> <li>• Unlimited products</li> <li>• 2 staff accounts</li> <li>• Sales channels</li> <li>• Discount codes</li> <li>• Shipping labels</li> <li>• Fraud analysis</li> <li>• Language translations</li> <li>• Links to Facebook and Instagram (for an extra cost)</li> </ul> </div> <div data-bbox="2439 1328 2955 1375"> <p>Starts at around 26€/month.</p> </div> |
| <div data-bbox="146 1103 303 1247">  </div> <div data-bbox="333 1103 453 1172"> <h3>Etsy</h3> </div> <div data-bbox="333 1172 516 1213"> <p>Online shop</p> </div> <div data-bbox="333 1213 719 1258"> <p><a href="https://www.etsy.com/sell">https://www.etsy.com/sell</a> </p> </div> <div data-bbox="173 1305 429 1354"> <p> Free Version</p> </div> <div data-bbox="166 1388 609 1435"> <p>The free features include:</p> </div> <div data-bbox="186 1440 823 1487"> <ul style="list-style-type: none"> <li>• Joining and starting a shop on Etsy</li> </ul> </div> <div data-bbox="909 1305 1186 1354"> <p> Paid Version</p> </div> <div data-bbox="899 1388 1479 1483"> <p>The paid features include, among others:</p> </div> <div data-bbox="919 1489 1529 1744"> <ul style="list-style-type: none"> <li>• Listings (0,18€/listing)</li> <li>• Transactions (5%)</li> <li>• Payment processing (4%)</li> <li>• Ads (15% - but you only pay if you sell)</li> </ul> </div> | <div data-bbox="1722 1465 2858 1519"> <h3>Which EU regulations on e-commerce do I need to follow?</h3> </div> <div data-bbox="1722 1530 3085 1737"> <p>On the website of the European Commission, you can find detailed information about <a href="#">legal regulations for e-commerce</a>. This page provides you with insights on contractual information, what you need to take into account regarding your e-commerce website, tutorials, and further readings.<sup>37</sup></p> </div>   |

## 6. Design

Compelling graphic, motion, and sound design are a great way to promote your organisation, communicate your impact, improve your marketing strategy, and expand your outreach to a wider audience.



**Image description:** The image depicts a woman on a screen, it shows that the video or images is being edited on the computer.


### 6.1. Graphics →

Whether it be for your social media posts, newsletters, or the promotion of an event or your organisation, good design, compelling visual storytelling, and a well-designed website are important for **communicating your impact and expanding your outreach to a wider audience**. To ensure that you are inclusive, it is important that you keep in mind the need to **create accessible designs**. Take into consideration ways in which your website can be made accessible, such as for people who are vision impaired, for instance by adding alternative text (Alt-text) to images so that your posts are accessible for people who use screen readers and so that your website is easy to understand.

### 6.2. Sound and motion →


Motion design can be a powerful way to promote your organisation, an event, or new research findings. You may want to **record a video**, use audio in the background and edit the video. Here it is important that you are aware of applicable **copyrights and licences**, and that you **create videos that are accessible** for all, for instance by including subtitles in your video.

# 6.1. Graphics




**Canva**  
Design  
<https://www.canva.com>

| Free Version   | Paid Version  |
|--|---|
| <p>The free version includes, among other features:</p> <ul style="list-style-type: none"> <li>• Access to over 250.000 design templates</li> <li>• Access to over 1.000 photos and graphics</li> <li>• Team collaboration</li> <li>• 5GB cloud storage</li> </ul> | <p>The paid version includes, among other features:</p> <ul style="list-style-type: none"> <li>• All free features</li> <li>• Access to over 100 million images, graphics and audio material</li> <li>• 610.000 premium templates with daily updates</li> <li>• Branding</li> <li>• Connections with 8 social media channels</li> <li>• 100 GB cloud storage</li> </ul> <p>For a small team, Canava starts at around 109€/year.</p> |



**Piktochart**  
Illustration and infographics  
<https://piktochart.com/>

| Free Version  | Paid Version  |
|---|---|
| <p>The free version includes, among other features:</p> <ul style="list-style-type: none"> <li>• Unlimited templates</li> <li>• Unlimited images</li> <li>• Unlimited illustrations</li> <li>• Unlimited downloads</li> </ul> | <p>The paid version includes, among other features:</p> <ul style="list-style-type: none"> <li>• All free features</li> <li>• Team collaboration</li> <li>• Custom templates</li> <li>• Brand assets</li> </ul> <p>For small teams, Piktochart starts at around 14€/user/month.</p> |



**Flickr: The Commons**  
Photo library  
<https://www.flickr.com/commons>

| Free Version  |
|---|
| <p>Flickr is and remains free, and includes:</p> <ul style="list-style-type: none"> <li>• The largest source of images available under a Creative Commons (CC) licence</li> </ul> |



## 6.1. Graphics



### WiseStamp

Email signature

<https://webapp.wisestamp.com/editor>

#### Free Version

The free version includes, among other features:

- Free email signature generator
- Limited design options
- Limited templates
- Limited signatures
- Downloads

#### Paid Version

The paid version includes, among others:

- Premium templates
- Advanced style and design
- Unlimited signatures
- The ability to remove WiseStamp branding
- The ability to add animation and effects to your image
- Exports to iPhone, Outlook, etc.

Starts at around 5€/month.



### Wordpress

Website builder

<https://wordpress.com/>

#### Free Version

The free version includes:

- A free WordPress.com subdomain
- Website hosting
- Access to numerous free themes

Perfect for starters

#### Paid Version

The paid version includes:

- A free domain for one year
- Website hosting
- No WordPress ads
- The ability to collect payments
- Unlimited email support

Starts at 4€/month.



### Unsplash

Photo library

<https://unsplash.com/explore>

#### Free Version

Unsplash is and remains free, and includes:

- Over a million high-resolution photos free to download and use under the Unsplash Licence



## 6.1. Graphics



### OpenShot

Video editing software

<https://www.openshot.org/de/>

#### Free Version

OpenShot is and remains free, and includes, among other features:

- Compatibility with Linux, Mac, and Windows
- Video editing
- Animations
- Video effects
- Audio waveforms
- Title editor



### Wikimedia

Image, sound and video library

[https://commons.wikimedia.org/wiki/Main\\_Page](https://commons.wikimedia.org/wiki/Main_Page)

#### Free Version

Wikimedia is and remains free, and includes:

- Over 80 million free-of-charge images, sounds and videos

## 6.2. Sound and motion



### Adobe Spark

Video editing software

<https://www.adobe.com/express/>

#### Free Version

The free version includes, among other features:

- Unique templates and design assets
- A limited collection of royalty-free photos
- Basic editing and photo effects
- Background removal
- Animation
- Web and mobile functions
- 2GB storage

#### Paid Version

The paid version includes, among other features:

- Premium templates
- Premium design assets
- Over 160 million royalty-free photos
- Over 20.000 licensed Adobe Fonts
- The ability to add branding, logos, colours, and fonts
- 100GB storage

Starts at around 8€/month.

## 6.2. Sound and motion



### ccMixter

Sound library

[https://commons.wikimedia.org/wiki/Main\\_Page](https://commons.wikimedia.org/wiki/Main_Page)

#### Free Version

ccMixter is and remains free, and includes:

- Thousands of soundtracks free for use under CC licence



### Free Music Archive (FMA)

Sound library

<https://freemusicarchive.org/home>

#### Free Version

FMA is and remains free, and includes:

- Thousands of free music downloads to be used under CC licences



### Pixabay

Photo, illustrations, vector, video, and sound library

<https://pixabay.com/photos/>

#### Free Version

Pixabay is and remains free, and includes, among other features:

- Over 2,2 million royalty-free stock photos for download
- Over 350.000 royalty-free illustrations for download
- Over 110.000+ free vector art images for download
- Thousands of free stock videos for download
- Thousands of music, audio tracks, and sound effects, free for commercial and non-commercial use



### Freesound

Sound effect library

<https://freesound.org/>

#### Free Version

Freesound is and remains free, and includes:

- Thousands of free sound effects for download (with credit for the owners)

### How to create accessible design?

The Web Accessibility Initiative has created a [website](#) that provides resources and takes you through the steps to create accessible design and websites.<sup>38</sup>

### How to create accessible videos?

The University of Washington has created a [webpage](#) on how to create accessible videos.<sup>39</sup>

# 7. Outreach

A strong outreach strategy can significantly increase engagement among your network and external stakeholders, ultimately enhancing your organisation's impact. To achieve this, effective marketing and communication are key, as is harnessing the potential of different social media platforms. All of this can also contribute to supporting your advocacy efforts in the digital environment.

## 7.1. Marketing →

Digital marketing is one of the most effective ways to engage with and grow your online community, as well as to give greater visibility to your services or products. You can achieve this through a **strong communications and marketing strategy**. You may want to **use paid ads, define your target audience and leverage specific keywords to better reach them**, and also analyse customer behaviour. This way you can understand how and where to reach out to your target audience and determine what your target audience is looking for.

## 7.3. Digital advocacy →

With digital advocacy, you can easily and effectively **convince decision-makers and the general public to take action in the digital age**. Building on the sections above, you can and should **use your website, blogs, and social media to advocate** for change, action, and or legislative improvements. To successfully do this, it is important that you pay attention to the content and form of your messaging, and that you are clear on who you want to take action and how you can best reach them.

## 7.2. Social media →

There are many different social media platforms available, which open up a whole range of new possibilities for your organisation to **establish new connections, manage your community, or market your products, services, and impact**. When using different social media platforms, it is important that you make an informed decision about why you are choosing a specific platform. This decision should be based on a clear understanding of which segment of your audience is using the platform so that you can create the right content. You also need to clarify what you would like to achieve with the platform so that you can make the most of its features.

# 7.1. Marketing



## Digital Marketing Assessment Tool

Marketing assessment

<https://page.techsoup.org/digital-marketing-grader>

### Free Version

The digital marketing and assessment tool is and remains free. It includes:

- Assessments of your marketing efforts
- Insights to improve your digital footprint
- Insights to grow your impact digitally



## Open Web Analytics


Analytics

<http://www.openwebanalytics.com/>

### Free Version

Open Web Analytics is and remains free, and includes:

- Metrics, Dimensions, and Reports
- A customizable web analytics framework
- Tracking for WordPress- and Mediawiki-based websites and admin events
- Extensive data access API, which enables integration with raw data access
- GDPR compliance and other privacy settings



## Google Ads

Keywords and ads

<https://ads.google.com/intl/en/home/>

### Free Version

The free version includes, among other features:

- Google Ads Keyword Planner (free to use within Google Ads)

### Paid Version

The paid version includes, among other features, the ability to:

- Drive website visits
- Increase store visits
- Find the right customers
- Set your own budget for ads

Starts at around 1€ per click, but Google offers Ad Grants for nonprofits.



## SEO Software

Keywords

<https://www.sheerseo.com>

### Free Version

The free version includes, among other features:

- Keywords (20)
- Traffic estimation

### Paid Version

The paid version includes, among other features:

- Keywords (200)
- Site audits
- Traffic estimation
- Competitor analysis

# 7.1. Marketing



## Google Analytics

Analytics

[https://marketingplatform.google.com/intl/en\\_uk/about/analytics/compare/](https://marketingplatform.google.com/intl/en_uk/about/analytics/compare/) [↗](#)

### 📁 Free Version

- The free version includes, among other features:
- Multiple data collection options across websites, apps, and internet-connected devices
- Data access via mobile app, API, email notifications, and more
- Advanced site and app reporting and segmentation (including real-time and user-centric reporting)
- Data freshness (not guaranteed)

Perfect for small organisations.

### 🏷️ Paid Version

The paid version includes, among other features:

- All free features
- Unlimited data
- Unsampled reporting
- Access to raw data
- A range of more advanced settings and integrations

Starts at around 140.000€/year.

## 💡 Social Media Ads

To learn more about different ads on social media, click here.

## How can I use marketing for my impact driven organisation?

Emergent Digital has developed [A Digital Marketing Guide for Social Enterprise](#) to help you learn more about how to use social media and search marketing to create impact.<sup>40</sup>

Moreover, SE-HUB has created another guide on [Marketing for social entrepreneurship](#)<sup>41</sup>, and Grow Ensemble has developed [Social Enterprise Marketing: The 6-Step Framework to Marketing a Mission-Driven Business Online](#).<sup>42</sup> Take a look at all of these resources to learn more about marketing for social impact.

## How do I define our target audience?

Inspire2Enterprise created a [step-by-step](#) guide to help you define your target audience.<sup>43</sup> If you are in the mood to read more, check out the [Identifying target audience on enterprise social network](#) research article on ResearchGate.<sup>44</sup>



# 7.2. Social Media



LinkedIn

<http://LinkedIn.com>

## Free Version

The free features include, among others, the ability to:

- [Set up a LinkedIn page](#) for your organisation
- Post and follow people
- Use LinkedIn Analytics to measure your impact
- [Create a LinkedIn group](#)
- Host [free live events for nonprofits](#)

## Paid Version

The paid features include, among others:

- [LinkedIn ads](#)
- [Recruitment](#)
- [Nonprofit fundraising solutions](#)
- [Nonprofit learning solutions](#)

LinkedIn provides, for almost all features, a discount for nonprofits of up to 50%.

### How to create accessible posts on LinkedIn?

The [Adding Alternative Text for Images for Accessibility](#) resource created by LinkedIn takes you through the steps of adding alt-text to images on LinkedIn posts. In this way, your posts can become accessible for everyone.<sup>45</sup>



Facebook

<https://www.facebook.com>

## Free Version

The free features include, among others, the ability to:

- [Set up a Facebook page](#) for your organisation
- Post and add people
- [Create Facebook groups](#)
- [Link to Instagram](#) and post on both platforms simultaneously
- Use [Facebook analytics](#) to measure your impact
- [Fundraise](#) (free of charge for nonprofits)
- Use [free tools to grow your business](#)
- [Create a Facebook shop](#) linked with Instagram

## Paid Version


The paid features include, among others:

- [Facebook ads](#)

### How to create an accessible post on Facebook?

The [How to Add Alt-Text in Facebook](#) resource developed by the eLearning Office of the Gies College of Business takes you through the steps of adding alt-text to images on Facebook posts.<sup>46</sup>


## 7.2. Social Media



### Instagram

<https://www.instagram.com>

| Free Version   | Paid Version  |
|--|---|
| <p>The free features include, among others, the ability to:</p> <ul style="list-style-type: none"> <li>Set up a <a href="#">Business Account</a> for your organisation</li> <li>Post and follow people</li> <li><a href="#">Link to Facebook</a> and post on both platforms simultaneously</li> <li>Use <a href="#">Instagram Insights</a> to measure your impact</li> <li><a href="#">Fundraise</a> on Instagram and Facebook simultaneously (free of charge for nonprofits)</li> <li><a href="#">Create a Facebook shop</a> linked with Instagram</li> </ul> | <p>The paid features include, among others:</p> <ul style="list-style-type: none"> <li><a href="#">Instagram ads</a></li> </ul> |



### Twitter

<https://twitter.com/>

| Free Version   | Paid Version  |
|--|---|
| <p>The free version includes, among others, the ability to:</p> <ul style="list-style-type: none"> <li><a href="#">Set up a Twitter profile</a> for your organisation</li> <li>Post and follow people</li> <li>Use <a href="#">Microsoft Power Automate</a> to manage your community (free of charge if you have Microsoft 365)</li> <li>Use <a href="#">Twitter analytics</a> to measure your impact</li> </ul> | <p>The paid features include:</p> <ul style="list-style-type: none"> <li><a href="#">Twitter ads</a></li> </ul> |

### How to create an accessible post on Instagram?

The [ALT text on Instagram Photos: How to use it Like a Professional?](#) resource produced by Preview takes you through the steps of adding alt-text to images on Instagram posts.<sup>47</sup>

### How to create accessible posts on Twitter?

[Adding Alt-text to Twitter posts](#), a resource created by Twitter, takes you through the steps of adding alt-text to images on Twitter posts.<sup>48</sup>

## 7.2. Social Media

### 💡 How to make your outreach communications inclusive?

The [Inclusive and accessible communication guidelines](#) developed by Bridging the Gap offer you insights on how to make sure your communications activities are inclusive.<sup>49</sup>

The [Accessible Social Media Toolkit](#) created by the European Disability Forum covers everything you need to keep in mind in order to create accessible social media content.<sup>50</sup>



**Image description:** The image depicts a woman with a vision impairment and a man using a wheelchair. In the middle of the two, is a big smart phone that they cheer towards.

## 7.3. Digital Advocacy

### How to do digital advocacy

<https://www.voicesofyouth.org/act/how-do-digital-advocacy> [↗](#)

#### Description

Voices of Youth has developed a blog post titled “[How to do digital advocacy](#),” where you can learn everything you need to know about how to plan and execute digital advocacy.

### Social Advocacy Toolkit

<https://www.socialbrite.org/advocacy-toolkit/> [↗](#)

#### Description

The [Social Advocacy Toolkit](#) provides twelve social change information guides on the use of video, fundraising, social advocacy, and more.

### Module 2: Advocating in an online environment

<https://ncdalliance.org/sites/default/files/ENG%20Seed%20Training%20Module%202%20-%20Online%20Advocacy.pdf> [↗](#)

#### Description

The Advocacy Institute Seed programme has developed a training - [Module 2: Advocating in an online environment](#) - which showcases tools and examples for successful online advocacy, as well as best practices.



**Image description:** The image depicts a smartphone, around the phone are all logos of social media platforms, Twitter, Instagram, Facebook, Youtube etc. On the screen is man holding and speaking into a megaphone

# 8. Community Management

As an organisation with a social mission, engaging your community and wider network is an important aspect of your work. Whether you want to keep your community informed or create a space for them to connect in a digital setting, active community management is key to having an engaged network.



**Image description:** The image depicts a woman, sitting on an office chair and looking at their phone. Behind the woman is a big icon that shows a newspaper.

## 8.1. Informing →

An essential aspect of community management is to keep your network **engaged** and **updated** on your organisation's impact, services, and news, which can be achieved, for instance, by sending monthly newsletters.

## 8.2. Convening →

Another strategy is to bring your community together in order to **refer them to new opportunities** and **create a space for them to connect** with one another. You have the opportunity to enable such convenings by creating a digital space for your community. Before you decide which digital platform you would like to use, though, make sure to consult your community! You could do this by creating a survey or holding an online meeting. In this way, you can include your community in the set-up of the platform and therefore make sure that they find it useful and have a sense of ownership in the process.



# 8.1. Informing



## Mailchimp

CRM and Newsletters

<https://mailchimp.com/de/pricing/marketing/>

### Free Version

The free version includes, among other features:

- Up to 2.000 contacts
- Up to 10.000 newsletter sends per month
- A daily send limit of 2.000
- Access to templates and a website builder

### Paid Version

The paid version includes, depending on the pricing package:

- All free features
- More contacts
- More newsletter sends per month
- A customer journey builder
- Customised branding
- Email and landing page templates

Starts at around 10€/month, but Mailchimp offers a 15% discount to nonprofits and charities.



## Wild Apricot

CRM and Newsletters

<https://www.wildapricot.com/pricing>

### Free Version

The free version includes, among other features:

- Up to 50 contacts
- Member management
- Event management
- Email management
- Website builder
- Finance and donation management
- Online store management
- Online payments

### Paid Version

The paid version includes, among other features:

- All free features
- More contacts

Starts at around 43€/month/100 contacts.

## 8.2. Convening



### Slack

Communication

<https://slack.com/pricing>

#### Free Version

The free version includes:

- 1 general channel for your community
- One-on-one calls
- 5GB file storage
- Viewing of the last 10k messages in the chat
- Data encryption
- Two factor authentication

#### Paid Version

The paid version includes, among other features:

- All free features
- The ability to communicate with external organisations
- Group calls
- Access to the whole chat history
- The ability to connect Slack with other apps
- Different chats
- More storage

For smaller teams, Slack starts at 6,25€/month.



### Discord

Communication

<https://discord.com>

#### Free Version

Discord is and remains free of charge, and includes:

- The ability to create different channels for your community
- A direct messaging option
- Video calls
- Screen shares
- Collaboration
- A desktop app available for Mac, Windows, Linux, or iOS



Did you know that you can also create a space for your community on different social media platforms?

Check out the Social media section!

# 9. Conferences & Events

The option to hold conferences and events online has rapidly increased in popularity during the Covid-19 pandemic. To create meaningful and accessible events for everyone, it is vital to choose the right conferencing platform to fit your needs, and also to make sure to effectively engage the audience in order to compensate for the more direct connection offered by in-person events.



**Image description:** The image depicts a computer with a video call on its screen, showing different people having a video call with one another.



## 9.1. Conferencing platforms →

Holding conferences and events online allows you to reach out to people around the world and to **increase the e-participation** of people for whom limited time, resources, and access preclude their physical presence at your event or meeting. It is therefore important that you make an **informed decision** about which conferencing platform you would like to use, which may hinge on how many people you would like to invite or how accessible the platform is.

## 9.2. Engaging your audience →

Do you want to receive **real-time input from your audience**, engage them in decision-making, or organise an informal session that connects people? There are some fun tools that can support you with this!

# 9.1. Conferencing platforms

| Zoom  |  | MS Teams   |  |
|---|--|--|--|
|  <a href="https://zoom.us">https://zoom.us</a>   |  |  <a href="https://www.googleadservices.com/pagead/aclk?sa=L&amp;ai=Cfb07SioWYqu6JMvF3w0-oK2g...">https://www.googleadservices.com/pagead/aclk?sa=L&amp;ai=Cfb07SioWYqu6JMvF3w0-oK2g...</a>  |  |
| Free Version  |  | Free Version   |  |
| <p>The free version includes the ability to:</p> <ul style="list-style-type: none"> <li>• Host video/audio meetings up to 40 minutes long</li> <li>• Make unlimited one-on-one calls up to 24 hours undisturbed</li> <li>• Record</li> <li>• Schedule calls</li> <li>• Send calendar invites</li> <li>• Host up to 100 participants</li> <li>• Use a screen reader</li> </ul>   |  | <p>The free version includes:</p> <ul style="list-style-type: none"> <li>• The ability to host video/audio meetings up to 60 minutes</li> <li>• The ability to host up to 100 participants</li> <li>• The ability to chat with your colleagues</li> <li>• Limited cloud storage</li> <li>• Compatibility with screen readers, dictation software, and eye/voice control</li> <li>• Live captioning (only available in US English)</li> </ul>                 |  |
| Paid Version  |  | Paid Version   |  |
| <p>The paid version includes, among other features, the ability to:</p> <ul style="list-style-type: none"> <li>• Use all free features</li> <li>• Host video/audio meetings up to 3 hours long</li> <li>• Host up to 1.000 participants (depending on your Zoom package)</li> <li>• Livestream on social media</li> <li>• Create polls during meetings</li> <li>• Use live captioning</li> <li>• Use transcription</li> <li>• Use closed captioning</li> </ul> <p>For small teams, Zoom starts at 139,90€/year.</p> |  | <p>The paid version includes, among other features:</p> <ul style="list-style-type: none"> <li>• All free features</li> <li>• Hosting for video/audio calls up to 24 hours</li> <li>• Hosting up to 10.000 participants</li> <li>• Hosting up to 20.000 participants via the 'Teams-view only meeting'</li> <li>• Teamwork and communication</li> </ul> <p>Microsoft 365 starts at 10,50€/user/month, but there is a discount for nonprofits (see here).</p> |  |

## How to use Zoom?

To learn more about Zoom, check out the [How to use Zoom](#) YouTube tutorial!<sup>51</sup>

## How to use MS Teams?

To learn more about MS Teams, check out the [How to use Microsoft Teams](#) YouTube tutorial!<sup>52</sup>

## 9.1. Conferencing platforms



### Google Meet

<https://apps.google.com/meet/pricing/>

#### Free Version

The free version includes:

- Google Meet, if you have a Google account
- Hosting video/audio meetings up to 60 minutes
- Hosting up to 100 participants
- Screen reader support
- Closed captioning

#### Paid Version

The paid version includes, among other features:

- All free features
- Hosting of video/audio meetings up to 24 hours
- Hosting up to 500 participants
- Recording meetings
- Live streaming

A Business account starts at ca. 5€/per user/month.

#### How to use Google Meet?

To learn more about Google Meet, check out the [How to Use Google Meet](#) Youtube tutorial.<sup>53</sup>





#### How to create **accessible events**?

Are you unsure if your events are accessible and barrier-free?

Reach out to disability organisations in your country or region, as they are very well connected and can offer you the right support to become more inclusive and/or to review your current accessibility practices. To learn more about how to organise accessible online events, videos, and livestreams, check out the [Accessible Online Participation Checklist](#)<sup>54</sup> created by the European Disability Forum and the Swedish Disability Rights Federation.

In addition, apps such as [Handtalk](#)<sup>55</sup> can automatically translate text and audio to Sign Language so that you can accommodate persons with hearing impairments.

## 9.2. Engage your audience

|  |  |
|--|--|
|  <h3>Mentimeter</h3> <p>Word cloud and polls</p> <p><a href="https://www.mentimeter.com">https://www.mentimeter.com</a> </p>   |  <h3>Kahoot!</h3> <p>Quiz</p> <p><a href="https://kahoot.com">https://kahoot.com</a> </p>  |
| <div data-bbox="193 577 426 624">🎁 Free Version</div> <p>The free version includes:</p> <ul style="list-style-type: none"> <li>• Up to 2 questions per presentation</li> <li>• Up to 5 quiz slides for an unlimited audience</li> <li>• An unlimited number of presentations</li> </ul> <div data-bbox="926 577 1176 624">🎫 Paid Version</div> <p>The paid version includes, among other features:</p> <ul style="list-style-type: none"> <li>• All free features</li> <li>• Unlimited questions per presentation</li> <li>• The ability to import presentations</li> <li>• The ability to export results into Excel</li> </ul> <p>Starts at around 11€/month.</p> | <div data-bbox="1725 577 1959 624">🎁 Free Version</div> <p>The free version includes:</p> <ul style="list-style-type: none"> <li>• The ability to play quizzes with up to 10 participants</li> </ul> <div data-bbox="2475 577 2725 624">🎫 Paid Version</div> <p>The paid version includes, among other features:</p> <ul style="list-style-type: none"> <li>• The ability to play quizzes with more participants (depending on your package)</li> </ul> <p>Starts at 17€/month/user.</p> |

### 💡 How can I combine the tools to **increase engagement**?

After a little warm up with Mentimeter (word cloud and polls), you could use Kahoot! to ask your audience questions with multiple-choice or picture answers. If you would like to brainstorm together, you can use Miro. Miro is essentially a virtual whiteboard that allows your participants to stick post-it notes on the whiteboard to provide you with real-time input. You can share the results of Mentimeter, Kahoot!, Miro, and Zoom polls on your screen and discuss the results! Voilà



# Next steps

Congratulations! You made it to the end of the Toolkit and you are now set to digitise your organisation's processes and activities. However, you may wonder what your next steps are.

## ► Take a stock

Now that you have read about the different tools that can support your processes, as well as how to harmonise them, it is important to **take stock of the tools and software that you are currently using** within your organisation. Do you already have measures in place for cybersecurity and GDPR compliance? Do they currently work, or do you need to take a closer look? Are you mixing many different software systems and tools within your organisation? **Start identifying which ones you use for each activity and process.** Continue this questioning process for every chapter of the Toolkit. In this way, you will not only be able to meaningfully implement digital processes, but it will also become easier for you to track all of your security and privacy settings, reduce unnecessary expenses, and create a clear process for your entire team to identify next steps.

## ► Initiate a discussion

Once you have taken stock, it is important to then **initiate a discussion with your team** to see what works well and what could be improved. Where do people need help and what resources do they need in order to execute their activities? Encourage your team to watch tutorials and continuously learn about new digital tools and software. Moreover, it is also important to check with your team on how they would like to communicate and collaborate in a digital environment so that you can **accommodate everyone and ensure that they feel comfortable and empowered to use digital tools.** Similarly, when creating a digital space for your community or wider network to connect, open a discussion around what kind of platform they need and would actually use. In this way, you can make sure that you digitise in a sustainable and meaningful manner.



# Next steps

## ► Identify next steps

After you take stock of your organisation's tools and software, and then initiate discussions with your colleagues and community, it is time to identify next steps. If you are mixing many different tools and software, it might be advantageous to **take a closer look at which software checks all of your boxes, and then focus on that particular option rather than continuing to use many different programs**. If you do not have many cybersecurity and privacy measures in place, identify who would like to take the lead on addressing this issue and where you may need external support. As mentioned at the beginning of the Toolkit, there are many networks and organisations available that have made it their mission to support organisations such as yours with going digital. Follow this process for every chapter of the Toolkit, and you will soon arrive at a place where you can successfully go digital while involving your whole team and engaging in informed decision-making.

**Image description:** Image depicts 4 people, 2 men and two women. All four hold their hands in the middle to cheer!

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