Technology for Nonprofits

I AM NOT A PAID SPOKESPERSON!

What we will cover today (and what we won't!)

- Tech Soup
- Claim your business on Google Search
- Google Nonprofits—what is it and what is included
- YouTube for Nonprofits

I will show you how to set up accounts and give you an idea of what all the benefits are to these various technology helps. We can get your Tech Soup account set up if you don't have one already. If you are interested in signing up for Google for Nonprofits, I will follow up with you with email tutorials, as the process for setup is more involved than time will allow today.

Claim your business on Google

- Why should I?
  - Most importantly—so no one else can and provide false information
  - Provide accurate information
  - It's quick and easy

- Let's look at an example.
- Everyone Google your own organization and see if it has been claimed.
  - If it hasn't, go to business.google.com/create

Tech Soup

- How many of you have a Tech Soup account?
- Sign in or create an account https://www.techsoup.org/eligibilityquiz
- How it works--They verify you are a charitable organization who fits the mission of the corporate providers
- Each software/hardware company has different processes, but you will need to create a token
- Software, hardware and IT services are available at discounted prices

Who is eligible for Google for Nonprofits?

- Organizations must be recognized by the IRS as tax-exempt 501(c)(3) organizations formed for charitable, educational, religious, literary, scientific, or other tax-exempt purposes.
- Fiscally sponsored organizations are not eligible for Google for Nonprofits.
- Organizations, such as churches, that are automatically considered tax-exempt under group exemption must still obtain recognition of 501(c)(3) tax exemption from the IRS to qualify for the Google for Nonprofits program.
- Organizations must be validated by TechSoup.

What is Google for Nonprofits?

Google Suite

- https://www.google.com/nonprofits/

- G Suite for Nonprofits includes:
  - Gmail
  - Google Docs
  - Google Calendar
  - Google Drive
  - Google Hangouts Meet

- Basic is free and includes office suite, 30 GB of cloud-based file storage, can work offline, compatible with Microsoft Office, 24/7 support by phone, email and online. There are versions with small fees that include unlimited online storage and other premium features.
  - Includes migration tools to move things from other platforms

Gmail

- You can customize your domain name. For example, you could have a CarolReynolds@HCCF.org email address instead of CarolReynolds@gmail.com. You can have an unlimited number of user names at that domain name.

- Gmail comes with Google Hangouts which offers you the ability to chat via text, video or voice with other Google users. You can even generate a VOI phone number and use it for an office phone.

- Gmail connects to Google Calendar

Google Sheets

- Online spreadsheet software similar to and compatible with Excel that allows collaboration both inside and outside of your organization.

- Not as powerful as Excel, but does everything most small businesses need.

Google Docs

- Online word processing software similar to and compatible with Word that allows collaboration both inside and outside of your organization.
- Not as powerful as Word, but does everything most small businesses need.
- Add-ons available for things like advanced formatting and mail merge.

Google Forms

- Create professional-looking forms and surveys and distribute them
- Analyze the results with built-in tools
- Can collaborate or share results with others inside or outside of the organization.

Google Slides

- Online presentation software similar to and compatible with PowerPoint that allows collaboration both inside and outside of your organization.

- Built in templates

Google Sites

- Online tool to create websites without programming or design skills
- Can also create organization “hubs” with access to files for other people in the organization
- Drag-and-drop design with templates

Google Meet

- Online video/screen sharing
  - As simple or fancy as you want

Google Ads

- Google will grant nonprofits up to $10,000/month in ad credits at no cost.
- Google ads are the “sponsored results” that show up at the top of a Google search
- You an use Google ads to promote an event or attract donors or spread the word about a program.

donate to animals

All Images News Videos Shopping More Settings Tools

About 63,700,000 results (0.59 seconds)

Donate to the ASPCA | Help Save Animals from Cruelty | ASPCA.org

Ad secure.aspca.org/donate

You Can **Give** So Many **Animals** a Second Chance at Life. Make a Monthly Gift Today!
Save Lives Every Day · Impact an Animal's Life · Stop Animal Abuse · Help Animals in Need
Types: Animal Rescue, Animal Protection, Animal Placement

Memorial Donations
Honor Those Who Have Passed by Making a Donation in Their Name.

Honor Donations
Celebrate Someone Special by Making an Honor Donation Today.

Heifer International® | Ending Hunger And Poverty | heifer.org

Ad www.heifer.org/

Make an **Animal Donation** to Heifer. **Donate** & Help Families in Need.
Help End Hunger & Poverty · Pass On The Gift
Choose Your Donation · Donate a Heifer · Give Monthly · Donate Chickens · Tax Deductible Gift

YouTube Nonprofit Program

- Allows you to add donation cards to videos on your YouTube platform. Users can click on card to donate directly to your organization.

- Example video