

5 Free Marketing Tools Your Nonprofit Should Be Using

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My purpose: To train you on 5 free marketing tools

By the time we are finished today you will be able to:

- Identify the uses of these tools
- Prioritize the best tools for you
- Create a plan for adoption

The tools we will be reviewing:

1. Trello
2. Canva
3. Hootsuite/Later.com
4. Mailchimp
5. Calendly

1) Trello is used for _____ management.

1a) How useful could this tool be for my work?

1 2 3 4 5 6 7 8 9 10

1b) What would I need to get started with this tool?

-
-
-

1c) What do I see as the greatest barrier to using this tool?

-

2) Canva is a _____ program.

2a) How useful could this tool be for my work?

1 2 3 4 5 6 7 8 9 10

2b) What would I need to get started with this tool?

-
-

2c) What do I see as the greatest barrier to using this tool?

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3) Later.com is a _____ scheduling tool.

It is designed primarily for _____.

3a) How useful could this tool be for my work?

1 2 3 4 5 6 7 8 9 10

3b) What would I need to get started with this tool?

-
-

3c) What do I see as the greatest barrier to using this tool?

-

4) Mailchimp is an _____ program.

4a) How useful could this tool be for my work?

1 2 3 4 5 6 7 8 9 10

4b) What would I need to get started with this tool?

-
-

4c) What do I see as the greatest barrier to using this tool?

-

5) Calendly is a _____ tool.

5a) How useful could this tool be for my work?

1 2 3 4 5 6 7 8 9 10

5b) What would I need to get started with this tool?

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-

5c) What do I see as the greatest barrier to using this tool?

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If you were to take on these new tools one at time, what would your priority be?

Tool	Priority
Trello	
Canva	
Hootsuite	
Mailchimp	
Calendly	

Do you need other staff members or volunteers to work with you on this?

YES

NO

If yes, who are the people you need to bring on board?

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Want to get more training? I've put the most useful training videos on my website:

www.allisoncarney.com/5tools