



Non-Profit

Technology Resource

## Guide

### The Top 10 Technology Needs and Answers

The following information is a basic guide for any size non-profit organization to understand what powerful and FREE or very low cost resources are available to them to help navigate the challenging technology maze that, whether we like or not, we have to successfully conquer to fully leverage our impact and reach a rapidly changing world. Most of the resources here are provided by other non-profit organizations that have as their mission to help your organization with technology.

All of the following resources assume you are an eligible 501c(3) organization. This means you aren't an academic or educational institution, hospital or health care provider, private foundation, or quasi-governmental/non-profit organization.

#### [1. For Free and Major Savings on Software: \(Programs on your computer\)](#)

First Stop – [TechSoup Stock](#) facilitates and distributes discounted hardware and software to nonprofits via a Web-based platform. Nearly free software – plan ahead as some software can only be purchased once a year. Savings of 70-90% are very common for the titles available.

#### **Just for Nonprofits: Save Up to 96% with Software Donations**

When it comes to technology, do you have more on your wish list than your budget will cover? TechSoup is your solution.

**[Browse hundreds of software and hardware products](#)** donated by leading technology companies like Microsoft, Cisco, Adobe, Intuit, and Symantec -- all donated or deeply discounted. For example, eligible nonprofits can save up to 96% on the latest, most popular solutions such as:

- **[Microsoft Vista Business Upgrade](#)** (\$10 admin fee vs. \$259 retail value)
- **[Microsoft Windows XP Pro Upgrade](#)** (\$8 admin fee vs. \$199 retail value)
- **[Microsoft Office Professional Plus 2007](#)** (\$20 admin fee vs. \$499 retail value)
- **[Microsoft Office Professional 2003](#)** (\$20 admin fee vs. \$499 retail value)
- **[Norton AntiVirus 2008 by Symantec](#)** (\$15 admin fee vs. \$40 retail value)
- **[Cisco ASA 5505 Security Appliance](#)** (\$136 admin fee vs. \$1695 retail value)

Second Stop – **[Microsoft Open License Charity Software Program](#)** – It provides for a 25-90% discount on a wide variety of commonly used titles, such as Microsoft Office and XP Professional. There are no limits or restrictions as with Tech Soup. These solutions are





facilitated by only about 20 authorized distributors across the country. We are closely affiliated with one of the largest and have been since 2001.

**Adobe** (Photoshop) and **Symantec** (Anti-virus) also have Charity software programs – Do not pay retail for offerings from these providers. Tech Soup has limited titles from these companies, but the Microsoft authorized distributors have most of these titles at sizable (up to 80% discounts) from normal pricing.

**Gifts in Kind** offers nonprofit organizations access to product donations and special pricing provided by leading companies in partnership with Gifts In Kind International.

**Idealware** provides candid Consumer-Reports-style reviews and articles about software of interest to nonprofits, centralized into a website.

**Nonprofit Open Source Initiative** - Nonprofit Open Source Initiative facilitates and encourages the use of open source software in the nonprofit sector.

**Google Apps** – Has a free suite of applications that are very similar to Microsoft Office including word processing, spreadsheets, shared documents and calendars.

## 2. For Discounted Hardware: (computers, laptops, servers, etc.)

First Stop – **Tech Soup** one of the nations oldest and largest nonprofit technology assistance agencies. TechSoup.org offers has some new network hardware and access to refurbished computers.

Second Stop - NPower Greater DC and Dell have partnered to bring nonprofit organizations Dell's award-winning technology, service and support at significant savings.

[Click here to go to this Dell Premier purchasing page.](#)

Printers – there are free high quality color laser printers available if you agree to buy your consumables (ink cartridges or laser toners) from the manufacturer. Since these are necessary anyway, it does allow you to acquire in-house printing capability that could save you lots of money on outside printing





### 3. If you need help raising money online (e-philanthropy):

**Network for Good** is a nonprofit organization dedicated to using the Web to help people get more involved in their communities - from donating money to getting involved with issues they care about as volunteers.

**Google Checkout** – Instead of using Paypal or other credit card processors for online donations and event registrations, etc. you should consider this FREE tool from Google. They have the following unmatched advantages:

- a) No setup fees
- b) No minimums
- c) No ongoing fees
- d) The only fees you have with them are the actual credit card fees from VISA or American Express, etc.

**ePhilanthropy Foundation** - is the global leader in providing training to charities for the ethical and efficient use of the Internet for philanthropic purposes through education and advocacy.

**First Giving** - is a leader in providing online fundraising tools to fundraisers and nonprofits, helping thousands of individuals raise millions of dollars for US nonprofit organizations.

### 4. If you need a website created or updated:

**Charity Focus** – they coordinate with volunteers to build a new or revised web presence for screened applicants.

**Idealist** ([www.idealist.org](http://www.idealist.org)) – another clearing house for volunteers who can assist with a simple website.

### 5. If you need e-mail or website hosting:

**The Non Profit Matrix** is an online directory and guide to Application Service Providers (ASPs) and portals offering web-based services for nonprofits.

**Grassroots.org** - Free hosting and related web services for nonprofits.





## 6. If you need a donor database:

### TechSoup has a list of 10 FREE solutions:

Best solution is **Salesforce for Non-Profits**

Here a leading for profit software vendor has their industry leading Customer Relationship Management tool offered FREE for non-profits with a template designed for your organization. This includes licenses for 10 users and is a \$7,000 value per year.

## 7. If you need technology advice or assistance:

**NTEN - Non-Profit Technology Enterprise Network** – Great free info for your specific questions

This is a national group of internal IT staff for non-profits and consultants focusing on the sector. It is a tremendous resource for asking questions and getting excellent free assistance.

**Alliance for Nonprofit Management** ([www.allianceonline.org](http://www.allianceonline.org))

A national best practices resource for NPO management. Has a searchable listing of specialized consultants for non-profit organization. .

**Tech Finder** ([www.techsoup.org/techfinder](http://www.techsoup.org/techfinder)) – another service of Tech Soup – easy to search for consultants specializing in non profit technology challenges either by location or specialty.

**Idealist** ([www.idealists.org/if/as/Consultant](http://www.idealists.org/if/as/Consultant)) – has a large database of consultants that focus on helping non-profits. They are more international in focus and are very interested in advancing connectivity -

**Non Profit Help Desk** ([www.nphd.org](http://www.nphd.org)) – A free technology help desk

Based in New York City, this NPO helps other organizations get a handle on their technology needs

## 8. If you need to get a technology project funded:

Ask us for our current Top 20 Technology Funders List in Kansas City.





**[The Foundation Center](#)** Online foundation search service to target requests for funding

is the nation's leading authority on philanthropy and is dedicated to helping grant seekers, grant makers, researchers, policymakers, the media, and the general public strengthens the nonprofit sector by advancing knowledge about U.S. philanthropy.

**[Grant Station \(www.grantstation.com\)](http://www.grantstation.com)** - For profit grant resource that has a comprehensive database of private grant makers, daily updates on federal grant announcements, and links to government grant makers in your state.

**[Technology Grant News \(www.Technologygrantnews.com\)](http://www.Technologygrantnews.com)** – Primarily Educational Technology Grant info

For profit resource for education grant listings and best practices, published 4 times a year, you will learn about the latest technology grants and funding available, with profiles of winning projects and directions in technology development.

**[Tech Foundation](#)** - This group is a valuable resource for technology philanthropy for nonprofits. Grant information, IT seminars, discount software and other resources aimed at bridging the digital divide.

**[Christian Foundation Grants](#)** – This resource has a nominal fee, but is a comprehensive resource for all types of funding for faith based organizations. There is also good basic info on how to create an effective grant application and current articles on trends in giving and effective strategies for fund raising.

**[Idonate.com](#)** – This innovative group allows you to unlock the tremendous non-cash wealth and assets of your existing donors. Over 90% of what Americans own on average is in non-cash assets. If your donors could easily donate cars, boats, time shares, jewelry or even real estate to you what would this do for your ability to fund new technology initiatives?

**[American Association of Grant Professionals \(www.grantprofessionals.org\)](http://www.grantprofessionals.org)** – Help finding an effective grant writer

A national nonprofit membership association with their national headquarters in Kansas City, it builds and supports an international community of grant professionals committed to serving the greater public good by practicing the highest ethical and professional standards.



**9. If you need to get a handle on what you have now or do an IT Assessment:**

**Tech Atlas Program ([www.techatlas.org](http://www.techatlas.org))** – Excellent self assessment site

They help non-profits map out technology - step by step. ... They will guide you through the steps as you create your technology plan. They also have a number of great self assessment tools that return customized content based on your responses to a series of straight forward questions.

**NPower Network** – Great technology introductory & assessment site

They help non-profits use technology to better serve their communities, by providing integrated technology services including planning, consulting, training and education.

**The Center for What Works [www.whatworks.org](http://www.whatworks.org)** – Assistance with measuring impact

It is a nonprofit organization that researches and builds capacity around benchmarking and performance measurement for the social sector.

**10. If you need to promote your website:**

**Google Adwords** – When you search on Google for anything there are two types of results you get back – one is organic – it is on the left. The search results on the right are there because of Adwords that advertisers have paid for. For example when you search for "[world poverty](#)" on Google, text ads related to world poverty appear on the right hand side. When you click on one of the ads, you are brought to the website being advertised. Google knows that 60% of users use the organic search and 40% use the sponsored results on the right. To get free Adwords, apply for a Google Grant.

**Google Grants** – To increase awareness of your organization, get more volunteers and even generate new online donations, you need Internet users that are interested in the services and people you help. They need to easily find you. In this program, Google provides for FREE online advertising by letting you choose key words that will drive visitors to your site. Items to note:

- a) There is no reporting
- b) There is no set duration or expiration date for these grants
- c) There is no need to reapply over time
- d) You only have to follow their published guidelines





- e) Their average grant is \$10,000/month
- f) They pay up to \$1.00 per Adword
- g) They only have one person reviewing these applications and it can take up to 6 months to hear back
- h) They want to know how their grants advance your mission

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*Entire Computer Solutions is a technology solutions provider that focuses on helping non-profit organizations and ministries have greater impact on their constituents by first addressing the frustrations resulting from technology and then leveraging it to advance your mission. Believe it or not, technology is an accelerator in building capacity, increased fundraising, and certainly reducing administrative expenses. We have been producing results that matter since 1987.*

