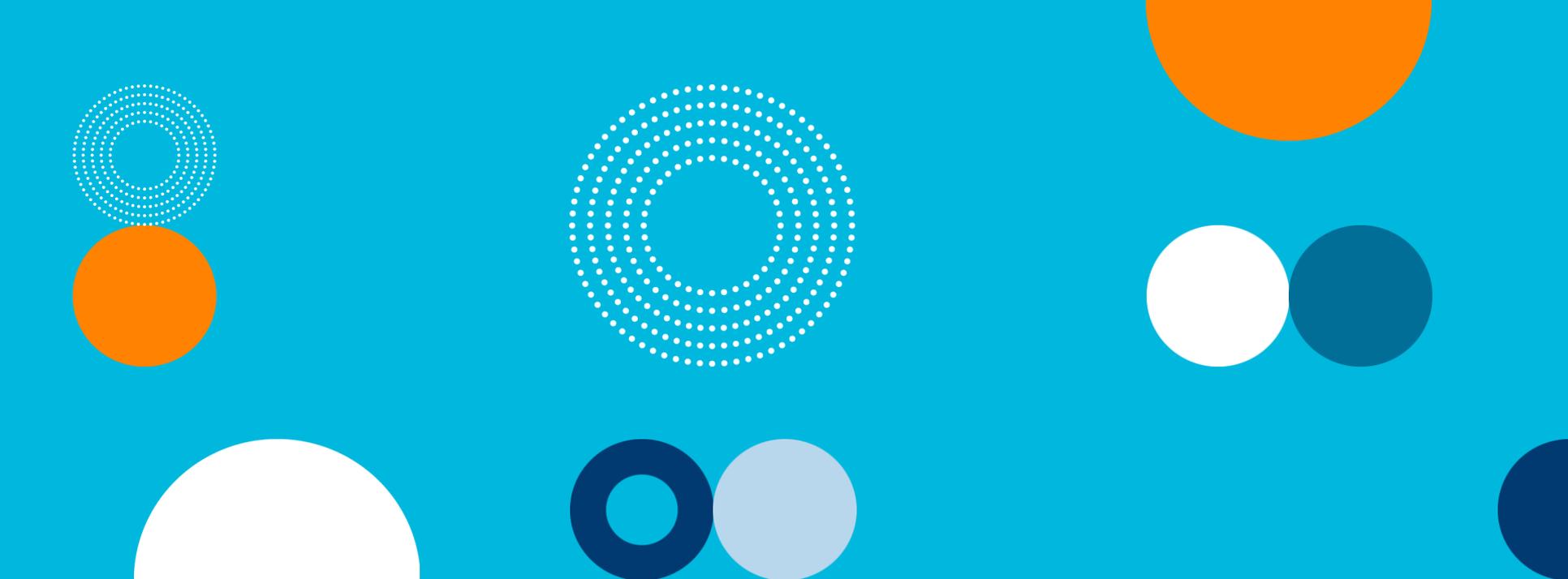


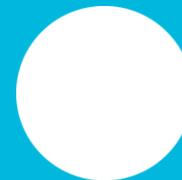
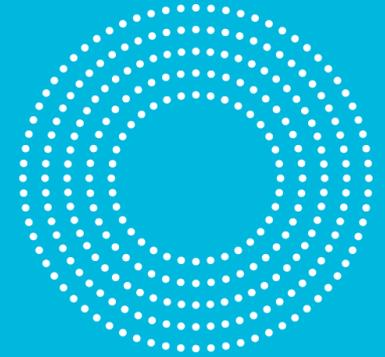
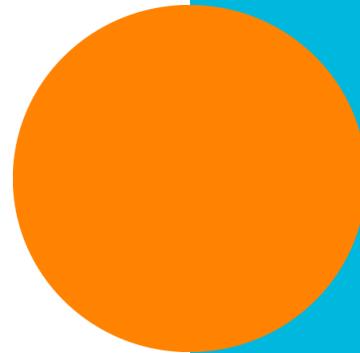
Digital Fundraising Tools: TechSoup for Libraries

Jim Lynch, TechSoup

November 4, 2016



About TechSoup



The Need Is Global – And So Are We

TechSoup's mission is to build a dynamic bridge that enables civil society organizations and social change agents around the world to gain effective access to the resources they need to design and implement solutions for a more equitable planet.



■ Countries Served

● TechSoup Partner Location

● NetSquared Local Group

Where are **you** on the map?



www.TechSoup.Global



techsoup
Technology for Good.

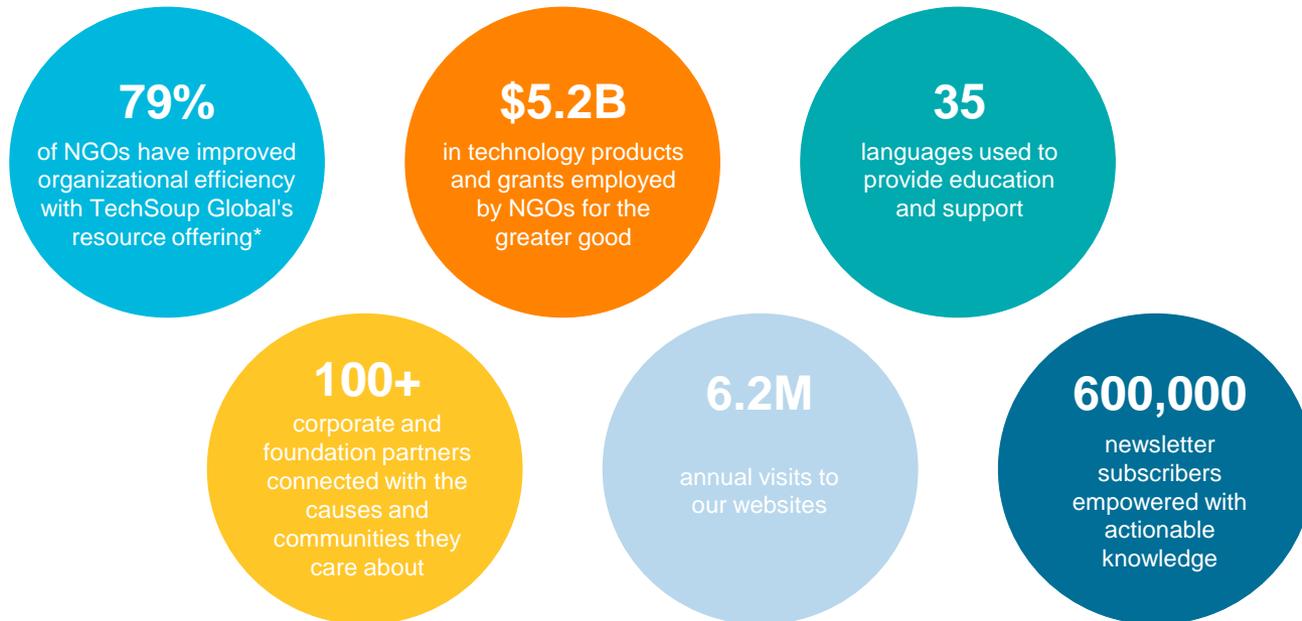
Choose your country.  

Remember this country



Our Impact

Together, we build a stronger, more resilient civil society.



*Source: survey conducted among TechSoup members in 2013

About TechSoup



A trusted partner for nearly three decades, TechSoup provides both the digital platforms and in-person experiences that enable people to work together toward a more equitable world.

About TechSoup for Libraries

The screenshot shows the TechSoup for Libraries website. At the top left is the logo "techsoup FOR LIBRARIES". A dark blue navigation bar contains links for Home, Library Spotlights, Blog, Webinars & Events, Cookbooks, About Us, and Software & Hardware. Below the navigation bar, the "Learn & Share" section features six icons: "Spotlight" (radio waves), "Webinar" (computer monitor with arrow), "Training Resources" (document with checkmark), "Cookbook" (red arrow pointing down), "Newsletter" (hand holding pencil), and "Tell Us!" (speech bubbles). To the right, the "Welcome Libraries!" section contains a paragraph about TechSoup's products and a link to check eligibility for donation programs.

TechSoup for Libraries gathers and shares stories from the field so libraries can learn from each other

Our Impact



\$160.4M

in lifetime savings for
public libraries



Over Half

Of all public libraries in US
served

Technology Donations for Libraries



Do more for your community with technology!

Who Can Get TechSoup Technology?

- Public Libraries with an IMLS listing
(<https://harvester.census.gov/imlssearch/>)
- Public libraries with 501(c)3 status
- Mechanics' Institutes, nonprofit independent and special libraries, and Athenaeums
- Friends of the Library or Library Foundation groups with 501(c)3 status

TechSoup Donor and Discount Partners



- Acclivity
- Adobe
- Alpha Software
- Atlas Business Solutions
- Atomic Training
- Autodesk
- Azavea
- BetterWorld
- Bitdefender
- Blackbaud
- Bloomerang
- Box
- Brocade
- Bytes of Learning
- Caspio
- CauseVox
- CDI Computer Dealers
- Cisco
- Citrix
- CitySoft
- CleverReach



- ClickTime
- Closerware
- Comodo
- Connect2Give
- Dell
- Dharma Merchant Services
- Digital Wish
- Dolby
- DonorPerfect
- Efficient Elements
- FileMaker
- GoDaddy
- GrantStation
- Guide By Cell
- Headsets.com
- Horizon DataSys
- HR Solutions Partners
- Huddle
- Idealware
- InFocus



- Informz
- InterConnection
- Intuit
- JourneyEd
- Litmos
- Little Green Light
- Mailshell
- Microsoft
- Mobile Beacon
- NetSuite
- Nielsen
- NonProfitEasy
- O&O Software
- OneNFP
- PayAnywhere
- PC Rebuilders & Recyclers
- People-OnTheGo
- PhilanTech
- Pitney Bowes
- Quickbooks Made Easy



- Reading Eggs
- ReadyTalk
- Red Earth Software
- Sage Software
- Shopify
- Simple Charity Registration
- Skillsoft
- Smart Business Savings
- Society for Nonprofit Organizations
- Sparrow Mobile
- Symantec
- Tableau
- TechBridge
- Tech Impact
- Teespring
- Telosa
- Tint
- Ultralingua
- Western Digital
- Zoner

Check On What Donations Your Organization is Eligible For



Check Your Eligibility

Is your organization a 501(c)(3) nonprofit or library? It probably qualifies for donated and discounted technology products from TechSoup. Find out which donation programs you're likely eligible for by entering your organization's information below.

If your organization is already registered, [log in first](#) to receive a list of donation programs specific to your organization.

My organization is one of the following

- 501(c)(3) nonprofit
- 501(c)(3) public library
- Non-501(c)(3) public library

Organization Location

U.S. state or territory

Select location



Click on 'Get Products and Services'
and choose 'Check Your Eligibility'
or go to:
<http://www.techsoup.org/eligibilityquiz>



Home > Fundraising

Fundraising



Your nonprofit or charity depends on your ability to find and obtain the funding that sustains your work. We've assembled tools to help you in achieving fundraising and development goals. Find tools to create and manage websites for online fundraising, and for processing payments and donations. We also offer grant management software and prospective donor databases.

Use the dropdown arrow below to browse solutions like: online fundraising; donations and grants; and donation and payment processing.

Image: Donate Button, Shutterstock

Not a TechSoup member?

Join today to access donations and discounts for your nonprofit or library.

1

Sign up

2

Register or associate with an organization

3

Request products and services

Join now

Donor Management Tools on TechSoup Part 1



Bloomerang - a cloud-based CRM (constituent-relationship management program) that lets you capture new donors and donations through email and annual appeal letters.

CitySoft - a web-based CRM and content management system for eligible nonprofits and public libraries.

DonorPerfect Online - tracks donors, prospects, and volunteers — all from your browser.

BlackBaud's eTapestry - lets you track donors, prospects, members, and alumni while managing gifts, pledges, and payments.

Donor Management Tools on TechSoup Part 2



Exceed! Basic by Telosa - allows you to streamline and automate many of the routine but time-consuming tasks associated with fundraising and donor management, and focus more time and resources on your mission.

Little Green Light - a cloud-based CRM that lets you manage volunteers, members, events, and fundraising campaigns from a single interface.

NonProfitEasy - an online all-in-one data management software for managing grants, donors, members, volunteers, tasks, and more.

MOBILE FUNDRAISING STATISTICS



- 91% of American adults own a smartphone (atpay.com)
- 72% of charitable giving are from individual donors (Giving USA)
- Mobile donations increased over the past year by over 200% (atpay.com)
- 84% of charity landing pages are not optimized for mobile (online fundraising scorecard)
- 51% of people who visit a nonprofit's website now do it on a mobile device (atpay.com)
- Email has the highest return on investment of any marketing channel (qgiv.com)
- 55% of emails are opened on mobile devices (emailmonday.com)

TechSoup Mobile Fundraising Tools

The Connect2give Discount Program – Three mobile marketing services to engage community members, collect mobile donations, and create a mobile website.

Mobile Website by Guide by Cell - allows an organization to create an interactive website optimized for smartphones. No previous web development experience is required.



TechSoup Mobile Point of Sale Tools

Dharma Merchant Services – Credit card processing
- Allowing organizations to accept payments on their website with more custom options than the basic services offered by third-party payment processors like PayPal, Google Checkout, or Amazon

Sage Payment Processing – Credit or debit card processing - Accept donations on a custom web page. Accepts payments while traveling or at one-time events.



Crowdfunding, E-Commerce, and Grant Prospecting

CauseVox - can help you create fundraising sites that support donation pages, crowdfunding campaigns, and peer-to-peer fundraising pages for individuals and teams.

Shopify's e-commerce platform lets you raise funds for your organization by setting up an online shop for selling merchandise.

TeeSpring - provides an online crowdfunding and fundraising platform that can help you fundraise by offering custom-branded apparel and products.

NOZASearch from Blackbaud - a web-based database of charitable giving intended as a prospect-research tool for nonprofit organizations.

GrantStation - offers a comprehensive set of online grant research tools to find current grant prospects.



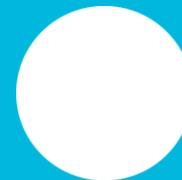
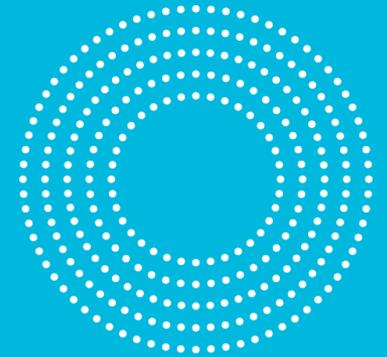
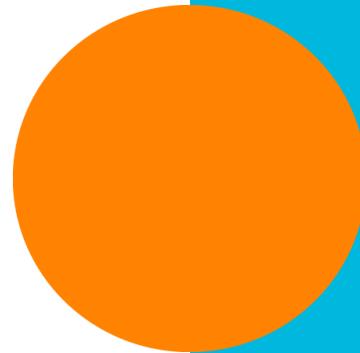
Fundraising Content on TechSoup

- <http://www.techsoupforlibraries.org/blog/tags/fundraising>
- <http://forums.techsoup.org/cs/community/b/tsblog/archive/tags/fundraising/>
- #GivingTuesday – November 29th – The day of donating
<https://www.givingtuesday.org>



Michael Stein

Additional Popular Donations for Libraries





Microsoft Donations

Get donated versions of Microsoft Windows, Office, and Windows Server for your public access computers.



Symantec Donations

Get donated versions of Symantec Enterprise and Norton products to keep your computers protected.



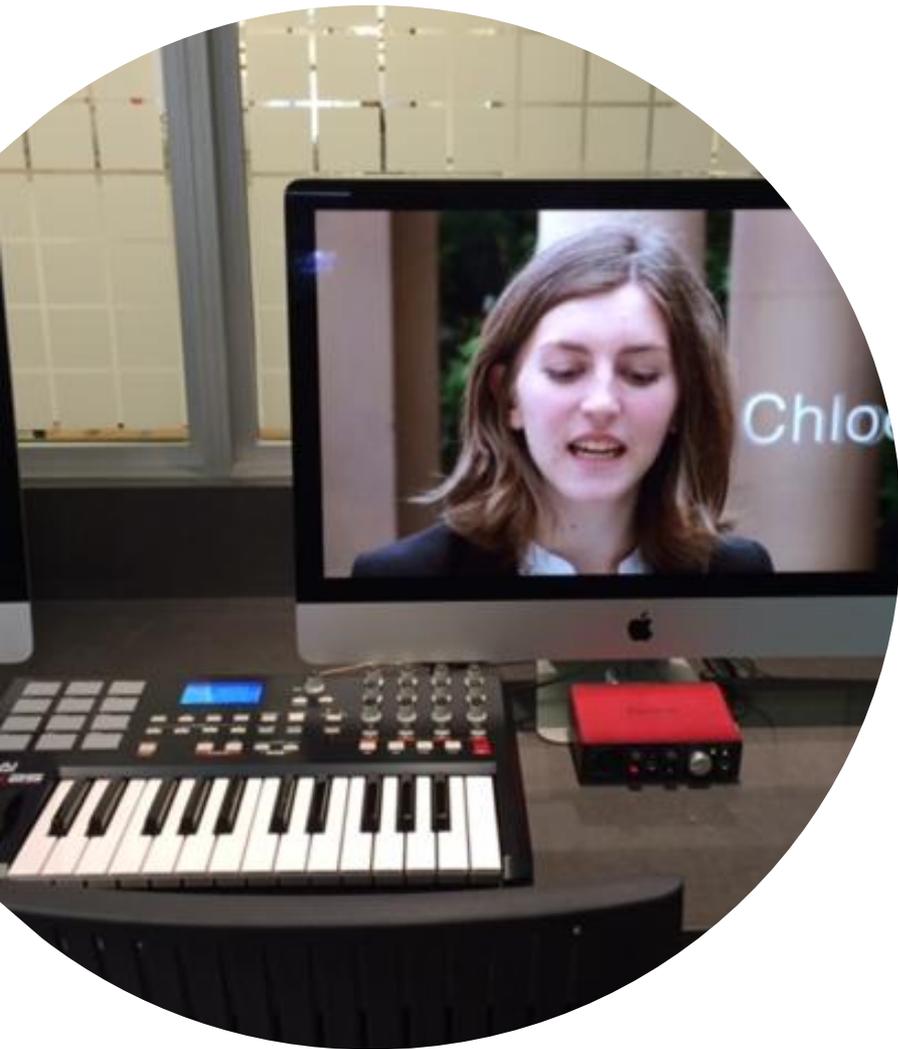
TechSoup Boost

A unique subscription service that offers a curated selection of software and hardware with significant cost savings.



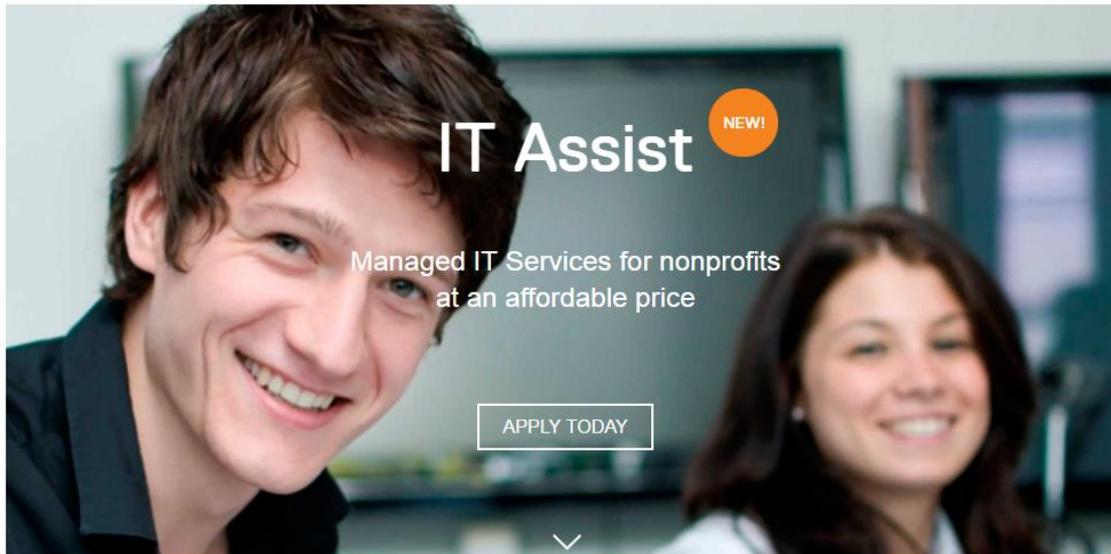
Discounted Hardware

Choose from discounted and donated desktops, laptops, tablets, hotspots, projectors, and more to enhance your library's technology offerings!



JourneyEd

- Access to discounts on products not in the TechSoup catalog
- \$5 admin fee
- Great for makerspaces
- 5,000 products from 200 vendors



- Is designed to be 25 to 30 percent lower-cost than other managed IT services
- Serves only nonprofits and public libraries
- Manages your system and backups
- Offers live help-desk support
- Monitors security and performance
- Comes with a free one-year TechSoup Boost subscription

www.techsoup.org/it-assist

Education Tailored to Libraries



Free Webinars

Monthly free webinars on topics such as mobile devices, STEM programming, tech planning, and more.



ing futuristic for February and highlighting **space**
n programs, **data visualization**, **digital skills** vs. **digital**
and a free webinar on **library digitization projects**.

Next Frontier for STEAM: Space!



Missions to Mars! Astronomy! Extraterrestrials! Two years ago, Ginny Golden brought the exciting field of **space science** to the Lafayette Library in California.

Costa County

er new role as senior community manager for the Pittsburg
oint libraries, she's blasting off the space program for a
nce in the library system. Read about her plans to
space into school curricula, the Year of STEAM at the
County Libraries, and how to re-create the program at

WEBINAR

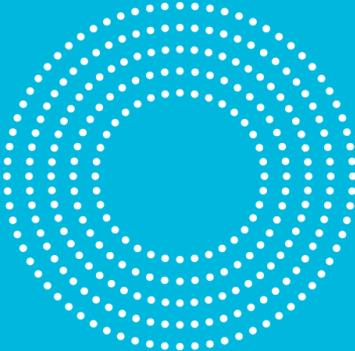
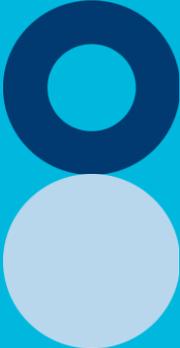
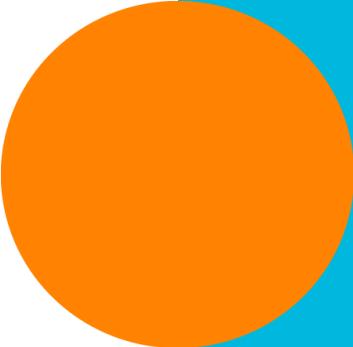
Our webinar
charge and a
online. Add th
calendar:

**Getting Started
Digitization: A
Introduction f
February 17
11 a.m. Pacif**
Do you have
collections?
digitized?
projects c
undertak
succes
proc

Monthly Newsletter

A curated list of tips and resources from fellow libraries and information experts

Questions?



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