

TINY

OPERA  HOUSE

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[Origin story]

Website

**Your website is often the first view
into your organization**

**It should convey who you are, what you do,
and why you matter**

**It should make it look like you're more
established and accomplished than
maybe you actually are right now**

**So why can't I just get some
16 year old computer whizz kid
to do our website for free?**

You can

**You can,
however...**

What happens if your volunteer leaves?

**What happens if your volunteer leaves?
What happens if they aren't available?**

What happens if your volunteer leaves?

What happens if they aren't available?

What happens if they use some weird code?

What happens if your volunteer leaves?

What happens if they aren't available?

What happens if they use some weird code?

And what if they actually own the domain?

Fine, then I'll just pay someone to do it

**You'll still have issues with responsiveness,
ownership, and control.**

**You'll still have issues with responsiveness,
ownership, and control.
And is that really the best use of your funds?**

Websites are really easy now

**Websites are really easy now
and well worth the learning curve**

Websites are really easy because

Websites are really easy because

Affordable, user-friendly options

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Affordable, user-friendly options

All-in-one options (no separate hosting)

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Affordable, user-friendly options

All-in-one platforms (no separate hosting)

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Graphic editing templates

Some popular platforms

Squarespace

Wix

Weebly

Wordpress.com

Other thoughts on website

Design

Design

**Find a website of an organization like yours
that is doing this well**

Design

**Find a website of an organization like yours
that is doing this well
then try and get a template like that**

Design

Fonts/colors should match overall branding

Design

Images matter

Design

Images matter

Templates will have spaces where images can go, but quality and content of the image is what makes a website look good

Design

Images matter

**Consider stock photos for cheap,
high quality alternative**

Info on the website

Info on the website

**Current information is most important
HubSpot has some great 'best of' blogs
for inspiration**

CTA (call to action)

CTA (call to action)

**What do you want people to do on your site?
CTA should be 'above the fold'**

SEO (search engine optimization)

SEO (search engine optimization)

Most platforms have pages already optimized
Yoast – social media optimization

Website traffic monitoring

Website traffic monitoring

Most platforms have traffic metrics
GoogleAnalytics has a ton of info too

Google Suite +

Google has great tools for running a nonprofit

(and they're probably listening to us right now so we have to say nice things)

**Plus, Nonprofits can get
Google for Business for free**

Email, Google Apps, and AddOns

Gmail for Business

Gmail for Business

Emails at yourdomain.org
Easy control of other users

GoogleDocs

GoogleDocs

Microsoft Office programs in the cloud
Great for collaborating on same document

GoogleDrive

GoogleDrive

Cloud storage for any type of file
Great for sharing internal resources

GoogleVoice

GoogleVoice

**Get a separate phone number for your org
Voicemail, call forwarding, text to email**

GoogleAds

GoogleAds

Keywords search based ads

**Nonprofits can get \$10,000 PER MONTH
of free google ad words advertising**

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Google AdOns

Extra productivity tools for your org

Google AdOns

Streak CRM

Linkedin Sales Navigator

Boomerang

Many more

Marketing and Branding Tools

Email Marketing Social Media Design Tools

Email Marketing

Email Marketing

MailChimp

Email Marketing

MailChimp

Easy to use

Free for up to 2,000 contacts

Lots of great how-to resources

Integrates well with other apps

Email Marketing

Pro tip: instant email list

Email Marketing

Pro tip: instant email list

**Export contact list from email service
you use for your nonprofit**

Social Media

Social Media

Hootsuite or Buffer or Zoho Social or...

Social Media

Hootsuite or Buffer or Zoho Social or...

Automate and schedule social media posts

Spend one hour/week vs 23 ten minutes/week

Many have a free limited plan

Design Tools

Design Tools

99designs or Fiverr – cheap design content

Paletton – free color palate designer

Pixlr – free image editing software

GraphicRiver – print templates, graphics, etc

Shutterstock, etc – stock photos

Program Management

Survey Tools

Survey Tools

SurveyMonkey or GoogleForms or TypeForm or...

Survey Tools

SurveyMonkey or GoogleForms or TypeForm or...

Most thought needs to go into the questions

Pick one that integrates with email or CRM

Fundraising and Grants

CRM

(Customer Relationship Management)

CRM (Customer Relationship Management)

Streak CRM

CRM

(Customer Relationship Management)

Streak CRM

Integrates with Gmail

Pipeline / funnel functionality

Free for basic level

CRM (Customer Relationship Management)

Other platforms

CRM

(Customer Relationship Management)

Other platforms:

There are a ton of CRM platforms

CRM

(Customer Relationship Management)

Other platforms:

A CRM is only helpful if you use it properly

CRM

(Customer Relationship Management)

Other platforms:
Thoughts on Salesforce

Financial Management

Tiny Opera House!

**Tiny Opera House is the
easiest (and cheapest)
way to manage a small nonprofit**

Other financial tools

Other financial tools

Point of sale – PayPal, Square
Web payments - Stripe

Other tools that can be really useful

TechSoup

TechSoup

Free and discounted software
(and hardware) for nonprofits

TechSoup

Great for Adobe and Microsoft products

Zapier

Zapier

Tool for integrating, automating, and moving info between different platforms

Zapier

**Ex – User fills out form, email gets added to
Streak and MailChimp**

Zapier

**Helps address key challenge of different
data in different places**

How

TINY
OPERA  HOUSE

Can Help

Webinars and workshops

Office hours and consultations

**Coming soon:
Small nonprofit help line**

**Coming soon:
Call or text for advice or support**

Tiny Opera House platform

Questions?

Thank you!

T. Hampton Dohrman
hampton@tinyoperahouse.com
619.738.0850
@thamptondohrman

