

# Technology Planning Resources

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## **Communications**

**Cause Publications, by Cause Communications** - including “Why Bad Ads Happen to Good Causes” and “Why Bad Presentations Happen to Good Causes”

<http://causecommunications.org/clients-cause.php>

**Communications Toolkit, by NPower** - overview of effective message development for nonprofits

<http://www.npowerseattle.org/education/resources/communications.htm>

**Online Politics 101: The Tools and Tactics of Online Political Advocacy, by e.politics**

<http://www.epolitics.com/download-online-politics-101/>

**Articles and Tutorials, by the SPIN Project** - these resources include “Developing Relationships With Reporters” and “Words That Work: Messaging for Economic Justice”

<http://spinproject.org/article.php?list=type&type=21>

<http://spinproject.org/article.php?list=type&type=22>

## **Software/Tools**

**Social Source Commons, by Aspiration** - social networking site for sharing and discussing software used by nonprofits

<http://www.socialsourcecommons.org/>

**Online Tools Resources, by Deborah Elizabeth Finn and Arthur Prokosch** - this “Grid of online tools” and “Handout about online tools” give a nice comparison of online tools and some words or wisdom for using them

[http://blog.deborah.elizabeth.finn.com/\\_attachments/2929177/Grid%20of%20online%20tools.doc](http://blog.deborah.elizabeth.finn.com/_attachments/2929177/Grid%20of%20online%20tools.doc)

[http://blog.deborah.elizabeth.finn.com/\\_attachments/2929177/Handout%20about%20online%20tools.doc](http://blog.deborah.elizabeth.finn.com/_attachments/2929177/Handout%20about%20online%20tools.doc)

**Idealware** - articles for nonprofits about choosing and using software, such as “Ten Common Mistakes in Selecting Donor Databases”

<http://idealware.org>

## **Technology Planning**

**Technology Planning Curriculum, by New York Foundation for the Arts** - a number of useful documents to help you create a tech plan, including a plan template (in the “Writing the Plan” document)

<http://nyfa.org/level3.asp?id=161&fid=2&sid=36>

**Strategic Technology Toolkit** - articles, fact sheets and tools that you might find useful as you assess, plan for, implement and evaluate technology tools and strategies within your organization

<http://www.summitcollaborative.com/cwpm.html>

**Technology Planning, by TechSoup** - collection of tech planning resources

<http://www.techsoup.org/learningcenter/techplan/index.cfm>

**Sample Technology Plan, at Consultant Commons**

[http://www.consultantcommons.org/eng/technology\\_planning\\_template](http://www.consultantcommons.org/eng/technology_planning_template)

**Network Notebook Template, by NPower** - Network Notebook, document for storing your organization's tech info, template

<http://webjunction.org/do/DisplayContent?id=12489>

**Technology Literacy Benchmarks for Nonprofits, by Benton Foundation** - tool designed to help nonprofit organizations grapple with the challenges posed by computer technology

<http://www.benton.org/publibrary/stratcom/techlit.pdf>

**TechAtlas** - website that allows you to answer questions about the state of your technology and have recommendations and tasks generated for you. Also provides a tool (TechSurveyor) for automated collection of computer software, hardware, and settings info

<http://techatlas.org/>

<http://techatlas.org/tools/erider/>

## ***Miscellaneous***

**The Virtual Activist 2.0: A Training Course, by NetAction** - a bit old but still has lots of good advice on topics including "Using Email for Outreach, Organizing, and Advocacy" and "Technology Planning"

<http://www.netaction.org/training/index.html>

**Articles, Ideas and Advice, by ONE/Northwest** - articles on a variety of tech topics from "Buying a Projector" to "A Strategy for Using Email Lists"

<http://www.onenw.org/toolkit>

**Working with Technical Volunteers: A Manual for NPOs, by CompuMentor**

<http://www.techsoup.org/learningcenter/volunteers/page5095.cfm>

**GCF Global Learning** - Offers free, beginning computer courses online on topics such as Microsoft Excel

<http://www.gcflearnfree.org/>

**Database Articles, by TechSoup**

<http://www.techsoup.org/learningcenter/databases/>

**Introduction to SEO, by Grassroots.org** - explains the basic steps of how to get your site to show up higher in the search results of major search engines

<http://seo.grassroots.org/guide>

**Resources Guides & Papers, by NPower** - guides on "Selecting the Right Technology Vendor", "Weathering IT Integration in the Nonprofit Sector" and more

[http://www.npower.org/\\_resources/\\_guides/](http://www.npower.org/_resources/_guides/)

**Everything You Need to Know About Web 2.0, by TechSoup**

<http://www.techsoup.org/toolkits/web2/index.cfm>