

Nonprofit Tech Solutions: Resource & Discount Guide

Workshop: Nonprofit Technologies with Dustin Southworth

Target Audience: Museums, Historical Societies, & Local Nonprofits

Key Rule of Thumb: Before applying to these programs, ensure you have your organization's **501(c)(3) determination letter**, **EIN**, and **official website/documentation** ready.

1. The Gateway Resource

TechSoup

- **The Deal:** **100% Free** registration for verified 501(c)(3) organizations and public institutions.
- **Why It Matters:** TechSoup is the primary verification engine used by major tech vendors. Registering here is mandatory to unlock deeply discounted hardware and software (such as **Adobe Creative Cloud All Apps** for ~\$55/year instead of \$600+/year).
- **Link:** [Techsoup](#)

2. Core Office Productivity & Cloud Infrastructure

Google for Nonprofits (Google Workspace)

- **The Deal:** **100% Free** Google Workspace Business Starter for up to 2,000 users, plus the **Google Ad Grant** (\$10,000/month in free Google search ads).
- **Included Tools:** Custom domain email (info@yourmuseum.org), Google Drive (cloud storage), Docs, Sheets, Slides, Forms, Sites, and Meet.
- **Link:** [Google for Nonprofits Portal](#)

Microsoft 365 for Nonprofits

- **The Deal:** **10 Free** Microsoft 365 Business Premium licenses (cloud + desktop apps), plus up to **\$2,000/year** in Azure cloud credits. Additional licenses are deeply discounted (~\$5.50/user/month).
- **Included Tools:** Word, Excel, PowerPoint, Outlook, Teams, SharePoint, and OneDrive.

- Link: [Microsoft Nonprofit Hub](#)

3. Marketing, Design & Media

Canva for Nonprofits

- **The Deal: 100% Free** Canva Pro account for up to 50 team members or volunteers.
- **Why It Matters:** Unlocks custom brand kits, background removers, premium stock assets, and thousands of templates for flyers, social media, and exhibit graphics.
- Link: [Canva for Nonprofits Application](#)

Linktree for Nonprofits

- **The Deal: 100% Free** upgrade to Linktree PRO for eligible nonprofits (or a 50% discount on higher tiers).
- **Why It Matters:** Consolidates your operating hours, ticket links, donation forms, and social accounts into a single bio link.
- Link: [Linktree Nonprofit Program](#)

Buffer

- **The Deal: 50% Discount** on all paid plans, plus a generous **Free Tier** (3 social channels, 10 scheduled posts per channel).
- **Why It Matters:** Schedule a month's worth of historical spotlights or event announcements across Facebook, Instagram, and X in advance.
- Link: [Buffer Nonprofit Discount Request](#)

Pexels & Pixabay

- **The Deal: 100% Free** for commercial and non-commercial use (no attribution required).
- **Why It Matters:** High-resolution stock photography and video clips for website backgrounds, marketing banners, and historical presentations.
- Links: [Pexels](#) | [Pixabay](#)

4. Audience Outreach & Newsletters

Mailchimp

- **The Deal: 15% Discount** for verified nonprofits, plus a **Free Tier** for up to 250 contacts and 500 monthly email sends.
- Link: [Mailchimp Nonprofit Discount Info](#)

MailerLite

- **The Deal: 30% Discount** on paid plans, plus a **Free Tier** for up to 500 subscribers and 12,000 monthly emails.
- **Why It Matters:** An intuitive, lower-cost alternative to Mailchimp for email marketing and member updates.
- **Link:** [MailerLite Nonprofit Discount](#)

5. Ticketing, Fundraising & Everyday Financials

Zeffy

- **The Deal: 100% Free.** \$0 platform fees and **0% credit card processing fees.** Zeffy funds its platform through optional donor contributions at checkout.
- **Why It Matters:** Keeps 100% of your ticket revenue, raffle money, membership dues, and online donations within your museum.
- **Link:** [Zeffy Nonprofit Platform](#)

Givebutter

- **The Deal: 100% Free** platform access (runs on donor tips). Standard credit card processing fees apply (2.9% + \$0.30) unless covered by the donor.
- **Why It Matters:** Features interactive fundraising thermometers, team fundraising, social feeds, and built-in event/auction tools.
- **Link:** [Givebutter Pricing](#)

Wave Accounting

- **The Deal: 100% Free** base software for accounting, invoicing, and expense tracking. You only pay standard fees if you accept online invoice payments.
- **Why It Matters:** Zero-subscription bookkeeping tool for small historical societies to generate clean profit/loss statements.
- **Link:** [Wave Financial](#)

6. Password Security & Cybersecurity

1Password for Nonprofits

- **The Deal: 50% Discount** on 1Password Teams and Business plans.
- **Why It Matters:** Securely manages institutional logins (banking, website backend, social channels) across staff and rotating board members.
- **Link:** [1Password Nonprofit Application](#)

Dashlane

- **The Deal:** **50% Discount** available via the TechSoup marketplace (or 10% direct nonprofit discount).
- **Link:** [Dashlane for Nonprofits](#)

7. Project Management & Workflow Tracking

Trello

- **The Deal:** **75% Discount** on Standard and Premium plans for verified nonprofits, alongside a generous **Free Plan** (up to 10 boards per workspace).
- **Why It Matters:** Visual drag-and-drop boards perfect for tracking artifact accessioning (*Inquiry → Review → Cataloged → On Display*).
- **Link:** [Trello Nonprofit Pricing](#)

Asana

- **The Deal:** **50% Discount** on Asana Starter and Advanced tiers for eligible non-profits.
- **Why It Matters:** Great for facility maintenance timelines, major exhibit overhauls, and grant deadline tracking.
- **Link:** [Asana Nonprofit Program](#)

ClickUp

- **The Deal:** Heavy discounts offered directly to eligible 501(c)(3) organizations via request, plus a flexible **Free Forever** tier.
- **Link:** [ClickUp Nonprofit Discount Request](#)

8. Staff, Volunteer & Shift Logistics

Slack for Nonprofits

- **The Deal:** **100% Free** upgrade to the Pro Plan for organizations with 250 or fewer members (85% discount for larger workspaces).
- **Why It Matters:** Replaces messy email threads with dedicated channels
- **Link:** [Slack for Charities Application](#)

SignUpGenius

- **The Deal:** **Up to 20% Discount** on annual Pro plans, plus a comprehensive **Free Base Plan**.
- **Why It Matters:** Easily create online shift schedules for seasonal docents, front desk attendants, and event volunteers.
- **Link:** [SignUpGenius Nonprofits](#)

Recommended First Moves for Your Museum:

1. Register on **TechSoup** to establish your verification baseline.
2. Apply for **Google for Nonprofits** or **Microsoft 365** to lock down free, secure cloud storage and official email addresses.
3. Claim **Canva Pro for Nonprofits** to instantly upgrade your visual marketing materials.