

A large, stylized tree graphic in a solid olive green color. The tree has a thick trunk on the left side and several large, rounded, leaf-like shapes branching out to the right. The leaves are simple, solid-colored shapes with white outlines, giving it a modern, minimalist appearance.

# Some Useful Tools and Resources

There are many tools available to make the process of building and managing a crowdfunding campaign and content. Here are just a few to get you started.

For every one listed here there are many other options available. Most of the ones listed here are free or at least have a free option.

## TOOLS

MyParkScotland does not take any responsibility regarding the use of these tools.

**Audacity** – A very powerful sound recording and editing tool

[www.audacityteam.org](http://www.audacityteam.org)

**Buffer** – Scheduling and managing social media accounts is made easier with a tool like Buffer

<https://buffer.com/>

**BuzzSumo** – Looking for influencers? Buzzsummo can help identify topic experts

<http://buzzsumo.com>

**Doodle** – The simple way of scheduling a meeting between lots of participants

<https://doodle.com>

**Dropbox** – File sharing facility

<http://dropbox.com/>

**Easelly** – An online infographic creator when words are just not enough

<https://www.easel.ly/>

**GIMP** – This picture editing tool is a wonderful resource for adjusting cropping and polishing pictures

<https://www.gimp.org/>

**Google Docs** – Collaborating on documents and general administration is made easy with this free set of office tools

<https://www.google.com/drive/>

**Mailchimp** – Mailchimp is an email management tool. It has a free to use version which is full of functionality including campaign analysis and tracking, scheduling and list management

<https://mailchimp.com/>

**Grammarly** – How is your writing? If your spelling and grammar needs a bit of polish this is a great tool to use

<https://www.grammarly.com>

**Hootsuite** – a great tool for analysing and managing social media accounts

<https://hootsuite.com>

**MentionMapp** – A tool for analysing twitter networks

<http://mentionmapp.com/>

**Open Office** – Open source alternative to Microsoft Office

[www.openoffice.org](http://www.openoffice.org)

**Skype** – Still a great method of speaking with people a long way away for free

<https://www.skype.com/>

**Soundcloud** – Podcasting hosing site which offers a limited free option to share audio

<https://soundcloud.com/>

**Trello** - Managing a project with all its tasks can be tricky but a shared tool like Trello can help

<https://trello.com/>

**Vimeo** – Video hosting site

[www.vimeo.com](http://www.vimeo.com)

**WeTransfer** – A simple way to transfer large files

<https://wetransfer.com/>

**Wix** – Free website builder

[www.wix.com](http://www.wix.com)

**Wordpress** – one of the World's most popular website and blogging platforms

[www.wordpress.com/](http://www.wordpress.com/)

**You Tube** – Video hosting site

[www.youtube.com](http://www.youtube.com)

## RESOURCES

**Charity Digital Toolkit -**  
<http://micro.skillsplatform.org/charitydigitaltoolkit>

**Resourcing Scotland's Heritage (RSH) Getting Started Resources -** <http://www.resourcingscotlandsheritage.org/getting-started-resources/>

**Guide for Charity Crowdfunding Success from the Institute of Fundraising and from JustGiving -** [http://www.socialmisfitsmedia.com/downloads/Make\\_It\\_Rain.pdf](http://www.socialmisfitsmedia.com/downloads/Make_It_Rain.pdf)

**Crowdfunding for Good Causes from Nesta -** [https://www.nesta.org.uk/sites/default/files/crowdfunding\\_good\\_causes-2016.pdf](https://www.nesta.org.uk/sites/default/files/crowdfunding_good_causes-2016.pdf)

**How to run a successful Crowdfund Campaign from Charity Comms -** <http://www.charitycomms.org.uk/articles/how-to-run-a-successful-crowdfunding-campaign>

**Crowdfunding: Essential Advice for Charities from the Guardian -** <https://www.theguardian.com/voluntary-sector-network/2014/sep/17/crowdfunding-charities-essential-advice-fundraising>





We hope you found this information sheet useful – this is part of the MyParkScotland crowdfunding resource – [www.mypark.scot/get-involved/crowdfunding-resource](http://www.mypark.scot/get-involved/crowdfunding-resource)

Introduction to Crowdfunding  
Running Your Crowdfund  
Crowdfund Campaign Planning Worksheet  
Glossary  
Some Useful Tools

This toolkit has been developed by Tim Wright of twintangibles in partnership with MyParkScotland.

This toolkit was published with support form the Big Lottery Fund.



LOTTERY FUNDED

Visit the MyParkScotland website [www.mypark.scot](http://www.mypark.scot)

Follow us on Twitter [@myparkscot](https://twitter.com/myparkscot) or find us on Facebook and Instagram



Get in touch [hello@mypark.scot](mailto:hello@mypark.scot) or give us a call **01786 849757**

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