



## Google For Non-Profits

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## Popular Google apps and tools

- Gmail and Gtalk
- Google Calendar
- Google Docs
- Google Sites
- Checkout
- Analytics
- Google Grants
- Google Maps and Earth
- YouTube

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## So, what exactly is an “app?”

- A program designed to perform a specific function

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## Improving operations

- Free communication, collaboration and publishing tools
  - Includes email accounts with your organization's domain ([staff@your-nonprofit.org](mailto:staff@your-nonprofit.org))
  - Registered non-profits qualify for the **Education Edition** with access to premium product and support at no additional cost
- Allows you to get up and running quickly, even without a dedicated IT staff

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## Improving operations

- No hardware, software, or patches to download, install, or maintain
- Information access control
  - Each piece of content can be as private or as public as necessary
- Secure infrastructure
- Worker mobility
  - Access your data from anywhere
  - Integrates nicely with Outlook and other MS programs

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## Gmail and Gtalk

- Control spam
- Keep all your important email
  - 25 GB of storage per user
  - Integrated search to find old emails
- Unified communications
  - Email, instant message, voice and video all within your inbox
- Prevent data leaks
  - Create custom inbound and outbound policies to keep sensitive information safe

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## Calendar

- Send meeting invites and track RSVPs
- Share project calendars
  - Allow viewing and/or editing rights company-wide or only with specific people
- Embed a calendar in Google Sites or on your website
- Sync your Outlook calendar

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## Calendar



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## Google Docs

- Protect your documents
  - Administrators have controls to manage how broadly employees can share corporate documents
- Share without attachments
  - All revisions are saved and recoverable
- Present and publish on the Web
- Integrates with traditional file formats
  - Import, collaboratively edit, publish, and export from .doc, .xls, .csv, .ppt, .txt, .html, .pdf and other formats

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## Google Docs



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## Google Sites

- Keep it secure
  - Set consistent sharing permissions across all organizational sites
- Make information accessible
  - Create an intranet or build a site(s) for specific project teams
- Share files simply
- Unify content from many sources
  - Display Google Docs, YouTube videos, Picasa slideshows and gadgets without any programming skills

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## Google Sites

- Find information instantly
  - Google search technology is built-in
- Let employees contribute
  - No coding or system expertise is required, so anyone can add to shared knowledge

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## Google Sites

[http://www.youtube.com/watch?v=X\\_KnC2EIS5w](http://www.youtube.com/watch?v=X_KnC2EIS5w)

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## Google Checkout

- Increase donations with a streamlined checkout process
  - Place the donate button on your website, blog, or branded YouTube channel
- Process online donations for free until 2010 if your organization is a [Google Grants](#) recipient
  - All other non-profits can take advantage of low standard rates
- Lower the costs and risks associated with managing sensitive data
- Can be used alongside other donation methods



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## Google Checkout



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## Google Analytics

- Measure the effectiveness of your outreach campaigns
- Generate reports that analyze traffic (visitor behavior) on your sites and docs
- Engage your community by directing visitors to the right resources
- [Types of reports available](#)

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## Google Analytics

- Google analytics in [60 seconds](#)

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## Google Maps/Earth

- Visual impact
  - Show the scope of a problem with mapping to give the public better perspective on what you're trying to accomplish
- Interactivity
  - Bring your project to life with dynamic maps
- Community resources
  - Annotate Google Earth
  - Embed customized maps on your website or blog
  - Create a narrated tour
  - Add photos, videos, views, and perspectives
- [Showcase](#)

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## Google Maps/Earth

<http://www.youtube.com/watch?v=vhAH53HZhxl>

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## Google Grants

- Launched in 2003, Google Grants is an in-kind donation program
- Awards free AdWords advertising to select charitable organizations



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## Google Grants

- AdWords
  - Online, self-service program
  - Participating grantees set up an account, create their ad campaigns and are responsible for its ongoing management
- Accounts have a daily budget set to \$329 dollars (equivalent to approx. \$10,000 per month of advertising on Google.com)
- No set end date and no need to re-apply at any time!

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## Google Gadgets

- Can be added to iGoogle and other websites
- Engage your supporters more frequently by catching their attention each time they visit their iGoogle homepage
- Distribute your "virtual bumper sticker" by encouraging supporters to add your gadget to their own websites and share it with their friends

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## Google Gadgets

- Keep it fresh
  - Offer users something new every day
  - Is there a section of your website that's frequently updated? Consider building a gadget around that.
- Make it useful
  - Feature tools that people can use over and over again, such as maps or calculators
  - Think about the tools your audience uses every day, or the most popular area of your web site
- Be interactive
  - Let users engage with it on a regular basis
- Add some style
  - [EXAMPLES](#)

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## YouTube

- We've just seen the power today!
- Use YouTube to:
  - Educate
  - Increase awareness
  - Improve stakeholder engagement
  - Empower others to share personal stories
  - Increase SEO
  - Manage your Web presence
  - Motivate action

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## Resources

- [google.com/nonprofits](http://google.com/nonprofits)
- Google Solutions Marketplace
- Sign up for Google's monthly newsletter for non-profits
- [googlegrants.blogspot.com](http://googlegrants.blogspot.com)
- Discussion groups
- [earth.google.com/outreach](http://earth.google.com/outreach)
- [snackableinsight.blogspot.com](http://snackableinsight.blogspot.com)

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