Type of Resource	Resource link	Brief description/Purpose of the resource	Format of the resource (video/document/knowledge piece etc.)	Paid or Free
DIY toolkit for Non-profits	https://willdomarketing-6798519.hs-sites.com/diy-form-landing-page	By Forest Street Consulting Here are some details: Users can get free access to the full toolkit which covers the Marketing foundation and the 4 stages of adoption- Awareness, Creating a supporter base, Engagement, and Creating champions. Additionally, we are offering the participants a free 1:1 consultation for 1 hour on using the kit or any other communications-related issues that they may want to discuss. They can go ahead and book their slot on the link provided on the page or they can write to us. All the details are mentioned on the page.	Toolkit	Free
Guide on Digital Marketing and Branding	Building a Strong Nonprofit Brand [Step-by-step Guide + Free Resources]	Nonprofits, NGOs, Social Enterprise also need to create and manage a strong brand. This guide helps you get started and shares a couple of advanced strategies and (free) resources and courses to become better each and every month.	Knowledge Piece	Free
	The Ultimate Guide to Nonprofit Branding	Want to create a style guide for your nonprofit? Check out these examples and download a free resource to create your own.	Knowledge Piece	Free
	Free Nonprofit Marketing Courses	Learn how to communicate your cause, gain more supporters, and have a greater impact through email marketing, social media, public relations, and more	Course/Videos	Free

Course on Digital Marketing and Branding	Social Media Marketing for Small Business	Learn what it takes to be successful at social media marketing, without a lot of resources or dedicated marketing staff. Digital and social media strategist Martin Waxman explains the key terms and definitions—everything from SEO to hashtags—and tells you how to start finding your customers online.	Course/Videos	Paid/Free trial
	Marketing Fundamentals - Small Business Marketing Success | Udemy	Learn to market with a lean team	Course/Videos	Paid
	Digital Marketing Course Part - 1 | Digital Marketing Tutorial For Beginners	This video covers a wide range of topics like the basics of Digital Marketing, Best Digital Marketing tools, search engine optimization, SEO tips and tricks, keyword research, how to rank 1 on Google, and Google tag manager.	Course/Videos	Free
Marketing grant opportunities	Google AdWords for Nonprofits: 7 Essential Strategies	With Google Grants for nonprofits, your organization can receive $10,000 to spend on Google Ads every month. That extra visibility for your cause can translate to a major boost to your fundraising efforts when properly utilized.	Knowledge Piece	Free
People Support/Volunteers	iVolunteer	India's most trusted service for connecting volunteers with NGOs and for Corporate volunteering	Website	Free
Tools for marketing and communication	Beginner's Guide to SEO [Search Engine Optimization]	This guide is designed to describe all major aspects of SEO, from finding the terms and phrases (keywords) that can generate qualified traffic to your website, to making your site friendly to search engines, to building links and marketing the unique value of your site.	Knowledge Piece	Free
	How to use Canva	Check out this beginner's guide on how to use Canva and learn how to: - Pre-sized social media images. - Designer type templates get your graphics started. - Lots of size and shape options. - Search for stock images and pay a small fee to use – or use the free stuff. - Save your images to edit or download later. - Easy to make multiple, similar graphics from a template.	Knowledge Piece	Free
	27 Free Resources For Nonprofits	We rounded up 27 free resources that you can use to power through any fundraising campaign. From social media to graphic design to public relations, this list covers it all!	Knowledge Piece	Free
	Wired Impact	Comprehensive list of useful marketing tools for non-profits	Knowledge Piece	Free
	Mailchimp	Manage mailing lists, design emails, track performance	Online tool	Free & paid options available

	Constant Contact	Manage mailing lists, design emails, track performance	Online tool	Free & paid options available
	Salesforce Nonprofit Success Pack	The Salesforce Nonprofit Success Pack is a free customer relationship management (CRM) software for nonprofits. It has built-in tools to help you manage programs, donations, volunteers, and supporters in one location.	Online tool	Free
	G Suite for Nonprofits	G Suite for Nonprofits provides nonprofits with free access to G Suite Basic, which can be set to use your nonprofit's website domain. It includes Gmail (for staff emails), Docs (so you can forget Microsoft Word), Calendar (that can you can share with the whole team) and Hangouts Meet (for video calls).	Online tool	Free
	Asana	Project Management Tool	Online tool	Free & paid options available
Content strategy articles and resources	Contently	Articles, case studies and resources on SEO, content strategy and marketing. It has several sections such as - Storytelling, Digital transformation etc	Website	Free