

# Small Staff Association Resources

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This is a list of free or cheap web, social media, marketing and design resources that I presented in my session, 20 Tools to Help You MacGyver Your Small Association's Communications, at YourMembership Xperience 2016. It includes not only the 20 covered in the session but a bunch of bonus links with even more great, free resources for busy, budget-strapped association marketing/communications/web pros.



## Web/analytics

- [Mockingbird](#): wireframing tool for mocking up webpages or your whole site architecture.
- Website content inventory tools: [Dynomapper](#) creates a great visual format for viewing your site's content and architecture. It has a free trial version or you could pay once to generate a snapshot of your site's content. [XML Site-maps.com](#) is free but only generates a list of your site's urls.
- [HTML Cheat Sheet](#) is a rudimentary cheat sheet for those who just need a little html knowledge.
- [W3Schools](#) is a good online tutorials for learning HTML and CSS.
- Two really good resources about web development, design and usability: [A List Apart](#) and [Nielsen Norman Group](#).
- [Jing](#)— lets you capture basic video, animation, and still images, and share them on the web. Good for FAQs on how to use your website, member profiles, etc.
- [Google Analytics Academy](#)—learn Google Analytics for free at your own pace, and even get certified if you want (certification costs I think \$50).
- [Infographic of Google Analytics](#)—generates a cool infographic of your site's analytics.
- [Annielytics](#) —she is a measurement guru and her site has a ton of great content, as well as free and paid templates.
- [Paine Publishing](#)—KD Paine is another measurement guru, and her site is a wealth of information and free resources.
- [Mouseflow](#): heatmap/conversion tracking for websites. Has a free plan vs. [Crazy Egg](#), another heatmapping tool

## Images/Graphic design

- [Sumopaint](#) is a free, browser-based photo editing tool. Also has a downloadable version.
- [Gimp](#) and [Paint.net](#) are downloads that are both widely recommended as free Photoshop alternatives
- [Html color code picker](#)—this is a great tool if you need to identify hex codes of elements of your organization's logo or other branding elements.
- Free stock image sites: <https://stocksnap.io/>; <http://negativespace.co/> <http://www.splitshire.com/>
- [CC Search](#) lets you search images with Creative Commons licenses across a number of different sites.
- [Canva](#)—free, easy to use graphic design tool that requires basically no design skill. There's also a business version that costs \$9.99 a month and enables you to create branding templates, upload custom fonts and other enhancements.
- [Snappa](#)—another free, easy to use graphic design tool.

## Social media/Marketing

1. [Campaign Monitor](#) template builder is a free tool that lets you create and download html email templates.
2. [Hootsuite](#) is a social media management platform that offers both free and paid versions.
3. Social media platforms are always changing their image size requirements. This a [lways updated social media image sizes](#) list is just what the name says
4. [Hashtracking](#) lets you track and measure activity around a hashtag. You can try it for free, or track up to three hashtags at a time for \$29 a month.
5. [Google for Nonprofits](#)—Free Google products and services for nonprofits. \$10k a month in AdWords, Google Apps, YouTube donation modules and more.



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