



Digital Marketing Tool Assessment For Nonprofits

RESEARCH | DISCOVER | EVALUATE | DECIDE

All you have to do is google ‘nonprofit marketing tools’ to see that there are many options to choose from. Because of this, identifying the right website, email, and fundraising tools for your organization can be overwhelming. It doesn’t have to be. Here’s our tried-and-true method of evaluation and selection that your nonprofit can use to pick the right tools for the job.

1 What Do We Have?

To know where you’re going, you need to audit every tool you currently use and how (or if) they work together. This is the time to talk to your team to learn who uses which tools and the highs and lows of each.

2 What Do We Need?

We suggest dividing your needs into ‘must haves’ and ‘nice to haves.’ Each tool requires a different level of investment to get up and running, so your capacity in terms of staff time and budget comes into play.

3 How Do They Work?

Tool demonstrations allow you to test tools and see how each would fit with your organization’s goals and processes. Think about challenges from your daily work and ask how each tool can solve them.

4 How Do We Choose?

Talk to your peers at other nonprofits who use the tools you are considering. Revisit your goals and the features you can’t live without. Then make a pros and cons list for each tool to get a fair comparison.

Making the decision to change marketing platforms is a big one. We suggest using the checklist on the next page to ask some key questions of yourself and your team.

Questions To Ask

- What's our vision for the organization if we have all the right tools?
- What features does each team at our nonprofit not want to lose?
- What are the most frustrating pain points for each team?
- What kind of connectivity would help everyone feel more effective?
- When is best time of year to take on this project?
- Who on our staff can be the internal leader for the tool migration?
- What is our budget and preferred payment plan (monthly vs. annual)?
- What is involved in the migration and setup process?
- What type of support for users does the tool provide?
- Can we afford this tool from a budget and capacity perspective?
- Does this tool solve our most common problems?
- Will this tool help us reach more people?
- Will this tool get us closer to our goals?

Here's How Firefly Can Help

- Thorough audit of current tools
- Tailored discovery session to establish needs and goals
- Recommendation of possible new tools based on Firefly's expertise
- Coordination of tool demonstrations
- Consolidation of findings and recommendations into a single document
- Summary presentation of goals, needs, and potential fit of each tool
- Personalized guidance toward a final tool selection

About Firefly

We put our technology expertise to work for progressive nonprofits who are tackling today's biggest social challenges. As you bang the drum for change, progress, and equality, our team is here to help. info@fireflypartners.com | 303.515.7155



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