Digital Tools for GOTC

OUTREACH TOOLS

Pledge to be Counted: Community Connect Labs Community Motivator Tool, Action Network
Recruitment and CRMs: Action Network, MobilizeAmerica, CivicCRM, Nation Builder, NGP VAN
Relational Organizing: Empower by the Organizing Empowerment Project, Team by the Tuesday Company, OutVote, Outreach Circle, GlideApps
Help Desk: Community Connect Labs HelpDesk ChatBot
Mass Email: Action Network, MailChimp, Constant Contact, Yet Another Mail Merge
SMS messaging: Hustle, GetThru, Open Progress, WhatsApp, Twilio
Social Media: YouTube, Facebook, Twitter, Snapchat, Instagram

CREATIVE TOOLS & MESSAGE OPTIMIZATION

Digital Content: Canva, PiktoChart, Unsplash, Stencil, New/Mode, Action Sprout
Digital Ads: FB Pixel, Outfox AI
Video Editing: Adobe Spark, Lumen5
Website Dev: Wix, Squarespace

INTERNAL TOOLS

Tracking & Dashboards: 270 Strategies Digital Engagement Tracker
Team Mgmt: Slack, MeisterTask, Google Drive, Basecamp, Trello, Asana

SECURITY & PRIVACY

Password Generators Verification: 1password, LastPass
E-mail Checker

MISC. TOOLS

Staff Recruitment: Community Connect Labs Field Recruiter
Event Management: Doodle, Eventbrite, Calendly

Canvassing Tools
MinVan, NGP Van, ECanvasser, OpenField, PDI, Reach, KoboToolbox, Survey123

MORE ON CHOOSING TOOLS

Community Connect Labs Tools for Census
Acronym’s 10 Questions to Ask a Tech Vendor
Acronym Tool Guide Digital Equity Lab
Civic Tech Field Guide
DemLabs

HUBS & NETWORKS

State Voices
The Movement Cooperative
Social Movement Technologies
Higher Ground Labs
New Media Ventures
Census Open Innovation Lab (COIL)

TRENDS

HKS Shorenstein Center
Pew Research
Stanford PACS

TARGETING, MAPS AND DATA

The Movement Cooperative Targeting Recommendations
HTC 2020 Map
State Voices Melissa Data Project

This is a partial list of what is currently being used in the field. There are surely more tools and platforms out there, and recommend doing additional diligence for finding what’s best for your organization.