

# DigistARTS

## Existing Resource Guide for the BC Arts Community

Prepared by



In collaboration with



# Digital Resources and Tools

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Low cost ticketing and Customer Relationship Management (CRM) software:

**Highly important to specify the organization's individual needs and criteria before selecting a CRM. See:**

- [Tips for choosing a CRM for your museum or organization](#)

Some options:

- [Membership Works](#) – an effective, affordable CRM given the number of integrations it offers (e.g. with QuickBooks, MailChimp). USD \$29-\$239 p/m depending upon the number of database contacts

- [Membee](#) – another effective, affordable CRM. USD \$88 p/m for the first admin user, then \$66 p/m for others
- [Neon](#) – CRM, ticketing and email marketing for not-for-profits. USD \$600 setup then \$50 USD p/m
- [Eventive](#) – CRM and tickets. Free for free events, or 2% fee + 99c charge per paid transaction



# Digital Resources and Tools

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Free or low cost off-the-shelf digital tools:

## Cloud-based storage and collaboration:

- [G Suite](#) – email, calendar, cloud-based file storage (Google Drive), Google Docs, instant chat and video calling (Hangouts). Free.
- [Microsoft Outlook 365](#) – email, calendar, cloud-based file storage (Sharepoint), Microsoft Office, instant chat and video calling (Teams). Free/very low cost.

## Project management:

- [Trello](#) / [Asana](#) / [Monday](#) / [Notion](#)

## Website design:

- [Squarespace](#) / [Wordpress](#)

## Search Engine Optimization (SEO)

- [Google SEO Guide](#) – overview of how to get started with website optimization, with links to free tools
- Wordpress plugins – [Yoast SEO](#), [All in One SEO pack](#)
- Squarespace – [SEO guide](#)



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Free or low cost off-the-shelf digital tools – continued:

## Email newsletters:

- [Mailchimp](#) / [Constant Contact](#) / [Hubspot](#)

## Digital surveys:

- [Survey Monkey](#) / [Google Surveys](#)

## Social media management:

- Schedule posts and update accounts simultaneously: [Hootsuite](#), [Buffer](#)
- Schedule updates and grow followers faster: [Crowdfire](#)

## Marketing collateral creation:

- [Canva](#) – digital design platform for flyers, presentations etc.
- High quality royalty-free photography – [Unsplash](#), [Burst](#)

## Digital tools to create art:

- [Adobe Creative Suite](#) – discount of 40-60% for not-profits available via [Techsoup](#)
- [Procreate](#) – a powerful iPad drawing tool
- [Clip Studio Paint](#)
- [Affinity Designer](#) – vector graphic design tool
- Also: [Artweaver 6](#) / [ArtRage](#) / [Krita](#) / [CorelDRAW](#)



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Free digital training resources:

- **Free training from Google** – [grow.google](https://grow.google)
- **Microsoft** [Digital Skills Center for Nonprofits](#)
- **MOOCs** (massive open online courses) from learning institutions worldwide – [Class Central](#)
- **Techsoup** – digital training [webinars](#)
- **500+ online training resources** for non-profits at [nonprofitready.org](https://nonprofitready.org)



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Other useful information and links:

- Arts BC's [Useful Links Library](#) – numerous helpful resources for artists and arts organizations
- Canada Council [Digital Strategy Fund](#) – funding to increase digital literacy, public access to the arts, and to transform organizational models. Rolling open deadline for funding up to \$50,000 for digital literacy
- [Techsoup](#) – preferential rates on digital software for not-for-profits
- NESTA report: [Making Digital Work – Digital Toolkit](#) for Arts and Culture Organizations
- Nesta Report: [Making Digital Work – Business Models](#) and new opportunities for arts organizations

