Erasmus+

ProVol Digital
Professional volunteer management
and training through digitalisation
2021-1-DE02-KA220-ADU-000033576

Active Campaign

Information about the tool	

Target group:	☒ Administration/Management ☒ Coordinators ☐ Volunteers	
Category:	☒ Online Tool ☐ Learning platforms ☐ Software/ Desktop application	☐ (Social) Network ☐ App ☐ Others
Work area:	☐ Project Management ☒ Communication Management ☐ Video Conferencing ☐ Collaboration/Team Work ☐ Self-Management ☒ Marketing	☐ Personnel Management ☐ E-Learning/Knowledge Management ☐ Financial Management ☐ Presentations/Learning Material Development ☐ Others
Language:	English, Spanish, French, Italian, Portuguese and German	
Previous knowledge/Degree of complexity	Easy use. No previous knowledge needed.	
Link:	(https://www.activecampaign.com/)	
Provider:	Better Business Bureau	
Brief Description:	ActiveCampaign can be used to create e-mail newsletters and campaigns. There are helpful tools available to use.	
Access and usage Information (Costs, requirements cloud based, mobile usability, …)	ActiveCampaign is used as a web browser. There are a lot of different versions available ranging from 9 to 549 Euro per month.	
Instructions/ Tutorials	https://www.youtube.com/watch?v=aM_4x9H7Xr4 (6 Mins) https://www.youtube.com/watch?v=tc1kru1iwIw (step by step 1 hour 14 mins)	

Canva

Information about the tool		
Target group:	☒ Administration/Management ☒ Coordinators ☐ Volunteers	
Category:	☒ Online tool ☐ Learning platforms ☒ Software/ Desktop application	☐ (Social) Network ☐ App ☐ Others
Work area:	☐ Project management ☐ Communication management ☐ Video conferencing ☐ Collaboration/Team work ☐ Self-Management ☒ Marketing	☐ Personnel management ☐ E-Learning/Knowledge management ☐ Financial management ☒ Presentations/Learning material development ☐ Others
Language:	100 languages available	
Previous knowledge/Degree of complexity:	No design experience required. Very intuitive to use and flyers or business cards are designed with just a few clicks.	
Link:	https://www.canva.com	
Provider:	Canva Pty Ltd	
Brief description:	Canva is an online design tool that allows any user to create simple or complex graphics. The software works according to the drag-and-drop principle and already contains countless templates, images, fonts and graphic elements that can be used by the users.	
Access and usage Information (Costs, requirements cloud based, mobile usability, …):	The basically free design tool with 5 GB cloud storage is also available in purchasable subscriptions with even more premium features for professionals and cloud storage up to 1TB. However, registration is necessary. For non-profit organizations, there is a special free version of Canva. Canva is available for MAC, PC, IOS and Android.	
Instructions/ Tutorials:	https://www.canva.com/designschool/tutorials/	

facebook

Information about the tool			
Target group:	☒ Administration/Management ☒ Coordinators ☒ Volunteers		
Category:	☐ Online tool ☐ Learning platforms ☐ Software/ Desktop application	☒ (Social) Network ☐ App ☐ Others	
Work area:	☐ Project management ☒ Communication management ☐ Video conferencing ☐ Collaboration/Team work ☐ Self-Management ☒ Marketing	☐ Personnel management ☐ E-Learning/Knowledge management ☐ Financial management ☐ Presentations/Learning material development ☐ Others	
Language:	English, Spanish, German, French, Chinese and 79 other languages		
Previous knowledge/Degree of complexity:	No special previous knowledge required.		
Link:	https://www.facebook.com/		
Provider:	Meta Platforms, Inc.		
Brief description:	Facebook is a social network. It allows the creation of personal profiles, business or artistic presence pages, and groups to discuss common interests. The profiles can be networked with each other through friend requests or subscriptions (max. 5000). In addition, Facebook offers a messenger.		
Access and usage Information (Costs, requirements cloud based, mobile usability, …):	No fees are charged for using Facebook. However, a free registration is necessary. Facebook can be installed as an app on Android, IOS and Windows. But it also works with a web browser. Approved from 13 years!		
Instructions/ Tutorials:	https://www.youtube.com/watch?v=KYKh2SFQtEA https://www.youtube.com/watch?v=uVSdCJCvzag		

Get Response

Information about the tool		
Target group:	☒ Administration/Management ☒ Coordinators ☐ Volunteers	
Category:	☒ Online Tool ☐ Learning platforms ☐ Software/ Desktop application	☐ (Social) Network ☐ App ☐ Others
Work area:	☒ Project Management ☒ Communication Management ☐ Video Conferencing ☐ Collaboration/Team Work ☐ Self-Management ☒ Marketing	☐ Personnel Management ☐ E-Learning/Knowledge Management ☐ Financial Management ☐ Presentations/Learning Material Development ☒ Others
Language:	English (and 13 other languages)	
Previous knowledge/Degree of complexity	Easy use. No previous knowledge needed.	
Link:	https://www.getresponse.com/	
Provider:	GetResponse	
Brief Description:	It is an easy tool for marketing automation, sending (automated) e-mails and creating web pages.	
Access and usage Information (Costs, requirements cloud based, mobile usability, …)	It is used on the web browser. Prices depend on the amount of contacts one has. For up to 500 contacts GetResponse is free of charge. For more than 500 contacts pricing ranges between 13 and 86 Euro per month.	
Instructions/ Tutorials	https://www.youtube.com/watch?v=yalfo__ysZI	

Instagram

Information about the tool

Target group:	☒ Administration/Management
	☒ Coordinators
	☒ Volunteers

Category:	☐ Online Tool	☒ (Social) Network
	☐ Learning platforms	☒ App
	☐ Software/ Desktop application	☐ Others

Work area:	☐ Project Management	☐ Personnel Management
	☐ Communication Management	☐ E-Learning/Knowledge Management
	☐ Video Conferencing	☐ Financial Management
	☐ Collaboration/Team Work	☐ Presentations/Learning Material Development
	☐ Self-Management	
	☒ Marketing	☐ Others

Language:	English (and other various languages)
Previous knowledge/Degree of complexity	Easy to use
Link:	https://www.instagram.com
Provider:	Meta Platforms
Brief Description:	Instagram is a photo and video sharing social networking service.
Access and usage Information (Costs, requirements cloud based, mobile usability, …)	It can be used for free by signing up with an email address or phone number. It can be used as a mobile app for full features, and on a web browser with limited features.
Instructions/ Tutorials	https://help.instagram.com

Mailchimp

Information about the tool

Target group:	☒ Administration/Management ☒ Coordinators ☐ Volunteers

Category:	☒ Online Tool ☐ Learning platforms ☐ Software/ Desktop application	☐ (Social) Network ☐ App ☐ Others

Work area:	☐ Project Management ☒ Communication Management ☐ Video Conferencing ☐ Collaboration/Team Work ☐ Self-Management ☒ Marketing	☐ Personnel Management ☐ E-Learning/Knowledge Management ☐ Financial Management ☐ Presentations/Learning Material Development ☐ Others

Language:	English, Spanish, French, Italian, Portuguese, German
Previous knowledge/Degree of complexity	Easy use. No Previous knowledge needed.
Link:	https://mailchimp.com/
Provider:	Rocket Science Group
Brief Description:	Mailchimp can be used to easily manage and set up mailing lists and mailing campaigns. It is an all-in-one marketing platform.
Access and usage Information (Costs, requirements cloud based, mobile usability, …)	There are different versions of mailchimp one can purchase. One of them is free and the others range from 11 dollars up to 299 dollars per month.
Instructions/ Tutorials	https://www.youtube.com/watch?v=lWeCs6oNeks

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YouTube

▶ YouTube

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Language:	English (and other various languages)	
Previous knowledge/Degree of complexity	Easy to use	
Link:	https://www.youtube.com	
Provider:	Alphabet, Inc.	
Brief Description:	YouTube is an online video sharing social media platform.	
Access and usage Information (Costs, requirements cloud based, mobile usability, …)	It can be used for free by signing up with an email address. It can be used as a mobile app and on a web browser.	
Instructions/ **Tutorials**	https://support.google.com/youtube/answer/11616410?visit_id=637969481230543889-2456557568&rd=1	