Quokka FOR GOOD

50

Free Tools Every Nonprofit Should Know

Fifty tools with real free plans, across the ten areas every nonprofit has to run.

01 Communication	02 Fundraising	03 CRM	04 Email	05 Analytics
06 Accessibility	07 Design	08 Project Management	09 Volunteers	10 Scheduling

A BOOKMARKED RESOURCE

How to use this guide

Fifty tools with real free plans, across the ten areas every nonprofit has to run. There are no AI tools here. This is the software nonprofits use to get work done.

Bookmark this guide. Come back to it when you compare a new tool. Each card shows what the tool does, what the free plan includes, who it fits, and why it helps.

> **Plans and prices change.** Check each tool's website before you sign up.

Inside this guide, and our pick for each area

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01 Communication

5 tools

Slack

WHAT IT DOES

Team chat organized into channels, with direct messages, threads, and file sharing. Make one channel per program, event, or team.

FREE PLAN

90 days of searchable history, up to 10 apps, unlimited 1:1 calls, and 5GB of file storage. Pro starts at $8.75 per person a month.

BEST FOR

Teams of 5 to 50 that use email or text to coordinate today.

WHY IT HELPS

New staff and volunteers can read a channel and catch up on a project in minutes.

Zoom

WHAT IT DOES

Video calls, webinars, and screen sharing, with one meeting link you can put in any invite.

FREE PLAN

Unlimited 1:1 meetings. Group meetings with 3 or more people last up to 40 minutes, with up to 100 participants. Pro costs about $13.33 per license a month.

BEST FOR

Board meetings, donor check-ins, and trainings that fit in 40 minutes.

WHY IT HELPS

Most donors and board members already know how to use it, so meetings start on time.

WhatsApp Business

WHAT IT DOES

A free messaging app for organizations. It has a business profile, a catalog, greeting messages, and quick replies.

FREE PLAN

Free for standard use, with no cap on contacts or messages. Works on phone and desktop.

BEST FOR

Nonprofits whose supporters use WhatsApp more than email.

WHY IT HELPS

It reaches people on an app they already open. Good for event reminders and urgent appeals.

Google Groups

WHAT IT DOES

Mailing lists and discussion forums built on a shared email address.

FREE PLAN

Free with any Google account. Included in Google Workspace. Unlimited groups and members under normal fair use.

BEST FOR

Board lists, volunteer lists, and all-staff announcements.

WHY IT HELPS

One address, like board@yournonprofit.org, reaches everyone. You update the list, not each inbox.

Discord

WHAT IT DOES

Community servers with text channels, voice rooms, event scheduling, and role permissions.

FREE PLAN

Unlimited members, channels, and voice minutes.

BEST FOR

Alumni networks, youth programs, and volunteer groups that stay in touch between events.

WHY IT HELPS

It keeps a community talking at no cost per member.

QFG PICK

Start with Slack.

Channels keep each program or event in one place, and new people can read the history.

02 Fundraising

5 tools

Zeffy

WHAT IT DOES

Donation forms, event tickets, memberships, raffles, an online store, and a donor CRM under one login.

FREE PLAN

Free. Zeffy takes no fee from donations, tickets, or memberships, and covers payment processing. It earns from an optional donor tip at checkout.

BEST FOR

Nonprofits that want to stop losing 3 to 5% of each gift to fees.

WHY IT HELPS

A $10,000 campaign keeps the full $10,000. Many platforms take $300 to $500.

Givebutter

WHAT IT DOES

Donation pages, peer-to-peer and team fundraising, events, auctions, and a donor CRM.

FREE PLAN

0% platform fee when the optional donor tip stays on. Unlimited CRM contacts and campaigns. With the tip off, the fee is 3% plus card processing.

BEST FOR

Peer-to-peer campaigns, such as walkathons and birthday fundraisers.

WHY IT HELPS

Supporters can cover the fee with a tip, so most nonprofits pay little or nothing. Team leaderboards and social sharing are built in.

Donorbox

WHAT IT DOES

Embeddable donation forms, recurring gift management, and campaign pages.

FREE PLAN

Free to start on Standard: a 2.95% platform fee plus card processing (about 2.2% plus 30 cents on Stripe). Pro costs $150 a month with a 1.75% fee. It can pay off above about $150,000 a year in gifts.

BEST FOR

Nonprofits that want a donation form on their own site the same day.

WHY IT HELPS

Setup is fast. A toggle lets donors cover the fees.

Google Ad Grants

WHAT IT DOES

Free ads on Google Search for searches about your cause, paid for by Google.

FREE PLAN

$10,000 a month in ad credit for eligible registered nonprofits. Your account must follow Google's rules, such as a minimum click-through rate and no single-word keywords.

BEST FOR

Nonprofits with a person or agency who can spend a few hours a month on the account. Unused or non-compliant accounts can be paused.

WHY IT HELPS

It puts your donate, volunteer, or program page in front of people who already search for it.

PayPal Giving Fund

WHAT IT DOES

A registered 501(c)(3) that collects gifts from partners such as Facebook and Instagram fundraisers and eBay for Charity, then grants them to you.

FREE PLAN

Free to register. PayPal covers the transaction fees, so you get the full gift.

BEST FOR

Nonprofits whose supporters already run Facebook birthday fundraisers or give through eBay.

WHY IT HELPS

One registration connects you to gifts that may already be happening on platforms your supporters use.

QFG PICK

Start with Zeffy.

It takes no fee from gifts, and it covers payment processing.

03 CRM

5 tools

HubSpot CRM

WHAT IT DOES

Contact records, deal tracking, and basic email marketing in one system.

FREE PLAN

Free for up to 2 users, with 2,000 marketing emails a month, 1 deal pipeline, and 10 custom properties. The email limit is usually the first one you hit. Paid seats start at about $15 a month.

BEST FOR

Small nonprofits where one or two people handle donors and outreach.

WHY IT HELPS

A donor's giving history sits next to the last email they opened.

Zoho CRM

WHAT IT DOES

Contact and pipeline management, task reminders, email templates, and workflow automation.

FREE PLAN

Free for up to 3 users, with contact management, call and meeting logs, data import and export, and standard reports. Email integration and multiple pipelines need the $14 a month Standard plan.

BEST FOR

Small development teams of 2 or 3 people.

WHY IT HELPS

It covers the basics, such as who to follow up with and when, without per-seat costs.

Salesforce Nonprofit Cloud

WHAT IT DOES

A full CRM for nonprofits. It tracks donors, program participants, grants, cases, and volunteer hours. Offered through the Power of Us Program.

FREE PLAN

Free or heavily discounted licenses for eligible 501(c)(3) organizations and international equivalents, after Salesforce verifies your status. The number of free licenses changes, so check the program page before you plan a budget.

BEST FOR

Mid-size and large nonprofits with time to set it up.

WHY IT HELPS

It is the most capable nonprofit CRM here, and it can replace several smaller tools over time.

Airtable

WHAT IT DOES

A spreadsheet and database in one. Shape it into a CRM, donor tracker, grant calendar, or program database.

FREE PLAN

1,000 records per base, unlimited bases, up to 5 editors, and 1GB of attachments per base. Split donors and programs into separate bases to stretch the limit.

BEST FOR

Small teams that want to design their own tracker.

WHY IT HELPS

It looks like a spreadsheet, so most staff can start without training.

Bitrix24

WHAT IT DOES

CRM, tasks, and team chat in one platform, with one pipeline.

FREE PLAN

Unlimited users, 5GB of storage, one CRM pipeline, and 100 tasks. Text search stops working past about 1,000 records per category. After that, you filter by field.

BEST FOR

Nonprofits with large staff or volunteer teams that need CRM access without per-seat fees.

WHY IT HELPS

It is one of the few CRMs here with no user limit on the free plan.

QFG PICK

Start with HubSpot CRM.

A donor's gifts and last email sit in one record.

04 Email

5 tools

Mailchimp

WHAT IT DOES

Email newsletters, campaigns, and basic automation, such as a welcome email, built around one audience list.

FREE PLAN

250 contacts and 500 emails a month. This is far below the old limits of 2,000 contacts and 10,000 emails. Unsubscribed contacts count toward the limit. Paid plans start near $13 a month.

BEST FOR

Very small nonprofits starting a first email list.

WHY IT HELPS

It is a well-known name with simple drag-and-drop editing. Its free plan is the weakest in this section.

MailerLite

WHAT IT DOES

Newsletters, a landing page builder, and multi-step automations, such as a donor welcome series.

FREE PLAN

250 subscribers and 2,500 emails a month, with 3 automations, 3 forms, and 1 landing page. That is 5 times the sending volume of the Mailchimp free plan.

BEST FOR

Nonprofits that need both a landing page and a newsletter tool.

WHY IT HELPS

A small team can run a real welcome series without upgrading.

Sender

WHAT IT DOES

Email marketing, automation, and pop-up or embedded signup forms.

FREE PLAN

2,500 subscribers and 15,000 emails a month. Newsletters, automation, and transactional email are included.

BEST FOR

Nonprofits that outgrew a 250-contact free plan.

WHY IT HELPS

A list of a few thousand can stay on the free plan for longer.

Benchmark Email

WHAT IT DOES

Drag-and-drop campaigns, subject line and copy suggestions, segmentation, and open and click reports.

FREE PLAN

500 contacts and 2,500 sends a month for 1 user. A second user needs a paid seat at about $15 a month.

BEST FOR

One staff member who runs newsletters and appeals alone.

WHY IT HELPS

You get real reports on what people open and click. Many free tools leave these out.

Google Workspace for Nonprofits

WHAT IT DOES

Professional email on your own domain (you@yournonprofit.org), plus Docs, Sheets, Drive, and Meet.

FREE PLAN

Free for eligible registered nonprofits in more than 180 countries, verified through Google for Nonprofits. It includes the core tools of Google's paid Business plans.

BEST FOR

Nonprofits that still send official email from personal Gmail addresses.

WHY IT HELPS

A domain email shows donors and funders that you are a real organization.

QFG PICK

Start with Sender.

The free plan allows 2,500 subscribers and 15,000 emails a month.

05 Analytics

5 tools

Google Analytics 4

WHAT IT DOES

Shows who visits your website, where they come from, and which pages they view.

FREE PLAN

Free. It supports up to 10 million events a month, far more than a typical nonprofit site creates.

BEST FOR

Every nonprofit with a website.

WHY IT HELPS

It shows whether people find and use your donation page or campaign.

Microsoft Clarity

WHAT IT DOES

Heatmaps of clicks and scrolls, plus anonymous recordings of real visits.

FREE PLAN

Free, with no session limit and unlimited team members.

BEST FOR

Finding out why visitors leave your donation page without giving.

WHY IT HELPS

Watching a few sessions often shows where people get stuck, such as a confusing field or a broken button.

Google Search Console

WHAT IT DOES

Shows how your site does in Google Search, including the phrases people typed to find you and pages Google cannot index.

FREE PLAN

Free and unlimited for any site you can verify.

BEST FOR

Nonprofits that depend on search for donations, volunteers, or applicants.

WHY IT HELPS

It flags broken links and pages Google cannot crawl, and shows which terms already bring visitors.

Looker Studio

WHAT IT DOES

Turns data from Google Analytics, Google Sheets, and other sources into a shareable dashboard that updates by itself.

FREE PLAN

Free, with unlimited reports and dashboards and no limit on viewers.

BEST FOR

Replacing the monthly cycle of exports and slides with one dashboard for your board.

WHY IT HELPS

It puts web traffic, fundraising totals, and program numbers in one report that a non-technical board member can read.

Hotjar

WHAT IT DOES

Heatmaps and session recordings like Clarity, plus on-site surveys and feedback widgets.

FREE PLAN

Basic plan: up to 35 sessions a day and unlimited heatmaps. Paid plans start near $32 a month.

BEST FOR

Nonprofits that want to ask visitors why they did not give.

WHY IT HELPS

A one-question survey on your donation page, such as "What almost stopped you from giving today?", gives you real answers.

QFG PICK

Start with Google Analytics 4.

Every nonprofit with a website needs it.

06 Accessibility

5 tools

WAVE

WHAT IT DOES

Scans a live webpage and marks issues on the page, such as missing alt text, poor color contrast, and missing form labels.

FREE PLAN

Free, as a browser extension or on the WAVE website. No account needed.

BEST FOR

A first accessibility check, run by anyone on staff.

WHY IT HELPS

The results show on the page, so a non-developer can see the problem.

axe DevTools

WHAT IT DOES

An automated accessibility scanner for developers. It runs inside Chrome DevTools and checks pages against WCAG standards.

FREE PLAN

Free browser extension with unlimited scans. The core tool needs no account.

BEST FOR

Whoever builds your website, before each new page goes live.

WHY IT HELPS

It finds problems during development, which costs less than fixing them after launch.

Google Lighthouse

WHAT IT DOES

An audit tool built into Chrome. It scores a page on accessibility, performance, SEO, and best practices.

FREE PLAN

Free. It is built into Chrome DevTools.

BEST FOR

A quick check of page speed and accessibility, before or after a redesign.

WHY IT HELPS

One run shows both scores, and both affect whether a donor finishes a gift.

NVDA

WHAT IT DOES

A free, open-source screen reader for Windows. It reads a page aloud as a blind or low-vision visitor hears it.

FREE PLAN

Free with no limits. Built by the nonprofit NV Access.

BEST FOR

Testing your donation form the way people who use assistive technology do.

WHY IT HELPS

Automated tools can miss problems such as confusing tab order and unlabeled buttons. Listening to your form read aloud finds them.

Colour Contrast Analyser

WHAT IT DOES

A desktop tool from TPGi. It checks whether two colors meet WCAG AA or AAA contrast rules.

FREE PLAN

Free for Windows and Mac.

BEST FOR

Design and content staff who choose colors for a website, graphic, or deck.

WHY IT HELPS

It confirms your brand colors are readable before a designer builds a whole site on them.

QFG PICK

Start with WAVE.

Anyone on staff can run it and see problems on the page.

07 Design

5 tools

Canva for Nonprofits

WHAT IT DOES

Drag-and-drop design with thousands of templates for social graphics, flyers, slides, and short videos.

FREE PLAN

Canva Pro is free for eligible registered nonprofits. It includes premium templates, a brand kit, a background remover, and resize tools that are part of the $13 a month Pro plan.

BEST FOR

Staff who make graphics often and have no designer.

WHY IT HELPS

Most nonprofit programs give a discount. This one gives the full paid plan.

Figma

WHAT IT DOES

A shared design tool for websites, graphics, and layouts. Many people can view and comment on one file.

FREE PLAN

Unlimited files, up to 2 editors, and 3 active projects on Starter. Unlimited viewers can comment and export.

BEST FOR

Nonprofits that work with an outside designer or agency.

WHY IT HELPS

Staff, board, and designers all see the same live file, so no one has to track PDF versions.

GIMP

WHAT IT DOES

A free photo editor similar to Photoshop. It crops, fixes color, and builds layered images.

FREE PLAN

Free and open source, with no feature limits, no watermark, and no time limit.

BEST FOR

Editing photos for a website, report, or campaign when no one has an Adobe plan.

WHY IT HELPS

You get professional editing at no cost, with no trial that expires.

Adobe Express

WHAT IT DOES

Template-based design and quick editing for social graphics, short videos, and simple documents.

FREE PLAN

5GB of cloud storage, more than 100,000 templates, 4,000+ Adobe fonts, and more than 1 million royalty-free photos, videos, and music tracks.

BEST FOR

Nonprofits that want Adobe templates and stock assets without a Creative Cloud plan.

WHY IT HELPS

It gives non-designers a quick way to make graphics that look on-brand.

Unsplash

WHAT IT DOES

A library of free, high-resolution stock photos from photographers around the world.

FREE PLAN

Unlimited full-resolution downloads. The law does not require credit, but it is good practice to credit photographers.

BEST FOR

Newsletters, posts, and websites that need a strong photo and have none.

WHY IT HELPS

It saves the cost of a stock photo subscription.

QFG PICK

Start with Canva for Nonprofits.

You get Canva Pro for free.

08 Project Management

5 tools

Trello

WHAT IT DOES

Visual boards with cards that you move across columns, such as To Do, In Progress, and Done.

FREE PLAN

Up to 10 boards per workspace, unlimited cards, up to 10 collaborators, and 250 workspace command runs a month for basic automation.

BEST FOR

Small teams that think visually. A volunteer can learn it in five minutes.

WHY IT HELPS

It is the simplest tool here to start using on day one. This helps when volunteers change every few months.

Asana

WHAT IT DOES

Task and project tracking with list, board, and calendar views, plus owners and due dates.

FREE PLAN

Free for up to 2 users, with unlimited tasks and projects. Timeline, Gantt, and dashboards need a paid plan from about $13.49 per user a month.

BEST FOR

Very small program or development teams, or a 2–person staff.

WHY IT HELPS

It gives more structure than Trello for deadlines and dependencies.

ClickUp

WHAT IT DOES

An all-in-one workspace with task lists, docs, goals, and time tracking.

FREE PLAN

Unlimited members and tasks. 60MB of storage in total and 100 automation runs a month.

BEST FOR

Nonprofits with large staff or volunteer teams. Link files from Google Drive to work around the storage limit.

WHY IT HELPS

There is no cap on how many people join for free, so 20 volunteers can see what is happening.

monday.com

WHAT IT DOES

Customizable boards for projects, campaigns, and timelines, with visual status columns.

FREE PLAN

2 seats, 3 boards, and 200 items in total. No automations or third-party integrations.

BEST FOR

Very small teams that want to test the board style before they pay.

WHY IT HELPS

Color-coded boards make timelines easy for board members to follow. Many nonprofits outgrow the 200–item limit within a few months.

Notion

WHAT IT DOES

Docs, wikis, databases, and task boards in one workspace.

FREE PLAN

Free for individuals and small workspaces, with core features. Notion also verifies civil society organizations for 50% off the Business plan and up to 4 hours of free setup help. That is a discount, not a free plan.

BEST FOR

Nonprofits that want one home for policies, meeting notes, and projects.

WHY IT HELPS

It works as an internal wiki and a project tracker, so staff check fewer tools each morning.

QFG PICK

Start with Trello.

A new volunteer can learn it in five minutes.

09 Volunteers

5 tools

SignUpGenius

WHAT IT DOES

Sign-up sheets for shifts, events, and volunteer roles. Each volunteer claims a slot.

FREE PLAN

Unlimited sign-ups, automatic email reminders, and hundreds of design themes. No expiry date and no credit card.

BEST FOR

Event shifts, supply drives, and weekly or monthly volunteer schedules.

WHY IT HELPS

A volunteer can claim a 2-hour slot with no account and no app.

VolunteerMatch

WHAT IT DOES

A platform that connects nonprofits with people who search for volunteer roles by cause, location, and skill.

FREE PLAN

Free to create a profile and post unlimited volunteer opportunities.

BEST FOR

Nonprofits that need volunteers beyond their own network.

WHY IT HELPS

It puts your open roles in front of people who are already looking, not just the same newsletter readers.

Idealist

WHAT IT DOES

A jobs and volunteer board for nonprofit and social impact work.

FREE PLAN

Free to post volunteer opportunities. Listings stay active for 45 days before you renew them. A paid membership renews listings every 7 days and adds engagement metrics.

BEST FOR

Reaching people who search for nonprofit and social impact work.

WHY IT HELPS

It is built around social impact, so it tends to reach mission-driven volunteers.

Google Forms

WHAT IT DOES

Custom forms for volunteer applications, program intake, event registration, and feedback.

FREE PLAN

Free with any Google account, with unlimited forms and responses.

BEST FOR

Volunteer applications, new participant intake, and same-day surveys.

WHY IT HELPS

It costs nothing and needs no training. Responses flow into a spreadsheet your team already knows.

Track It Forward

WHAT IT DOES

Tracks volunteer hours, shift sign-ups, and attendance, and totals hours by volunteer or program.

FREE PLAN

Free for grassroots organizations with fewer than 25 active volunteers, with basic hour tracking. Larger organizations pay from about $13.25 a month.

BEST FOR

Small, volunteer-run nonprofits that need documented hours for grants or reports.

WHY IT HELPS

It turns a season of hours into a clean report for a funder.

QFG PICK

Start with SignUpGenius.

Volunteers claim a slot with no account.

10 Scheduling

5 tools

Calendly

WHAT IT DOES

A booking page where people pick an open slot on your calendar.

FREE PLAN

1 event type and 1 connected calendar, with Zoom, Teams, and Meet.

BEST FOR

One repeat use, such as donor calls or volunteer orientation.

WHY IT HELPS

It removes the email back-and-forth. This saves time for an executive director whose calendar is the bottleneck.

Google Calendar

WHAT IT DOES

Shared calendars, invites, and scheduling, with color-coded layers.

FREE PLAN

Free with any Google account. Unlimited calendars and shared events. Included in Google Workspace.

BEST FOR

Staff, board, and program schedules in one view.

WHY IT HELPS

There is no new tool to learn, and double bookings are easy to see.

Doodle

WHAT IT DOES

Group polls where everyone marks the times that work for them.

FREE PLAN

Free, with a limit on active polls and ads. Voting with an "if need be" option and automatic reminders need the Pro plan at $6.95 a month. The free plan allows yes or no only.

BEST FOR

Finding a time across 6 to 8 busy calendars.

WHY IT HELPS

It is one of the fastest ways to poll a group and settle on a time.

When2meet

WHAT IT DOES

A color-coded grid where each person marks their availability, so overlaps are easy to see.

FREE PLAN

Free. No account, sign-up, or app for organizers or responders.

BEST FOR

One-time needs, such as a committee meeting or a training date.

WHY IT HELPS

Nobody has to sign up, so volunteers actually respond.

Setmore

WHAT IT DOES

A branded booking page for one-on-one appointments, with automatic confirmations and reminders.

FREE PLAN

Up to 4 users and 200 booked appointments a month, with payment acceptance and a mobile app.

BEST FOR

Recurring one-on-one appointments, such as intake meetings, counseling, and case check-ins.

WHY IT HELPS

It gives program staff a professional booking page without paying for software built for clinics or salons.

QFG PICK

Start with Calendly.

People book donor calls with no email back-and-forth.

Want help choosing and setting up the right tools?

Quokka for Good works with nonprofits on websites, ads, email, and tracking. We will look at what you use today and tell you what to fix first.

Book Your Free Discovery Call

Communication | Fundraising | CRM | Email | Analytics | Accessibility | Design | Project Management | Volunteers | Scheduling

Plans and prices change. Check each tool's website before you sign up.