**Digital Tools for GOTC**

**OUTREACH TOOLS**

**Pledge to be Counted:** Community Connect Labs Community Motivator Tool, Action Network

**Recruitment and CRMs:** Action Network, MobilizeAmerica, CivicRM, 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**

**Canvassing Tools**

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

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.

**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

with contributions from the Census Digital Organizing Group