Ad Grants Genie

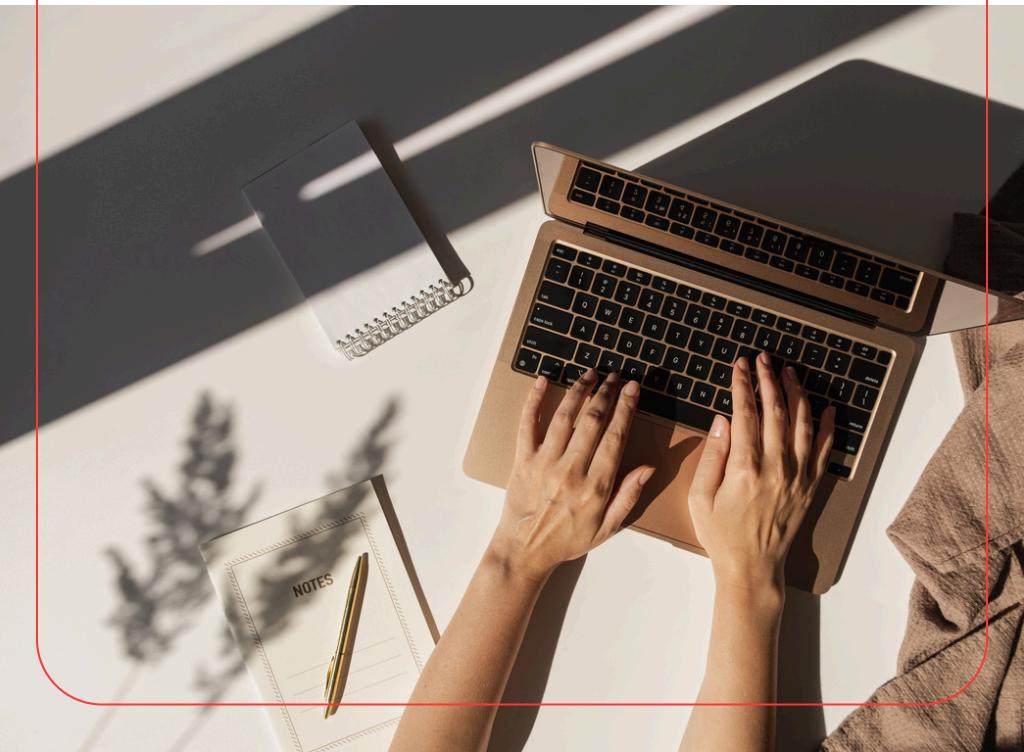# 50 NON-PROFIT DISCOUNTS WORTH

$50,000

ANNUALLY

Once you have your non-profit setup, you can be eligible to save big money on tools & resources you're probably already using.

Check out the list we've compiled for you below. We're always adding to this list.

If you have any amazing resource you would like to recommend, please let us know by emailing support@adgrantsgenie.com

Let's go!

Email Marketing tools

1. ActiveCampaign

ActiveCampaign provides software to streamline and automate sales and marketing processes. Nonprofits may find it useful for organizing email blasts and following up with existing and potential donors.

Contact sales@activecampaign.com with your organization's nonprofit information to receive 20% off ActiveCampaign software.

2. AWeber

AWeber is an email marketing service provider that offers 3 free months of service to nonprofits who are opening a new account, plus a 25% discount on all invoices after this. In order to qualify for this offer, organizations need to print out the order form and mail/fax it to AWeber along with their 501(c)(3) paperwork. More information on this process can be found here.

3. Campaign Monitor

Campaign Monitor is an email marketing software that offers a 15% discount for all qualifying nonprofits. You can find out more and apply for the discount by contacting their sales team.

4. Constant Contact

Constant Contact makes online marketing software with a focus on automated email marketing and website building.

Nonprofit organizations can submit proof of their nonprofit status (such as a Federal Letter of Determination, 501(c)(3), or 501(c)(6)) to receive 30% off of a 12-month prepay. You can apply at [this link](#).

5. EmailOctopus

EmailOctopus is an email service provider designed to make email marketing easier. It is a simple tool to grow a business, as it is easy to use, quick to master, and all at an affordable price. Nonprofits receive a [lifetime 20% discount](#) on their services!

6. Get Response

GetResponse is an online marketing platform that provides services such as email marketing, landing pages, marketing automation, and conversion funnels. They offer up to 50% off their services for all nonprofits that are not political organizations. To receive this discount, register your organization in TechSoup (it'll take 15 minutes), which will verify your nonprofit. You can use the discount from TechSoup while signing up for a selected plan on the GetResponse website. If you select the 50% discount, GetResponse will ask you to place their logo on your website (within 4 weeks of activating the discount in their system). To get this deal, visit [GetResponse's website](#) and apply!

7. iContact

¡Contact helps small businesses organize and automate bulk email marketing campaigns with drag-and-drop email templates and event-triggered autoresponders. Nonprofits receive a 20% discount. Learn more on their [nonprofit organizations page](#).

8. Mailchimp

Mailchimp is a multifaceted marketing platform that specializes in email marketing campaigns.

Nonprofit organizations and charities are eligible for a 15% discount on paid subscriptions. Their site recommends signing up for a free account before requesting the nonprofit discount through their contact form. Further information on this and other discounts can be found [here](#).

9. Neverbounce

Neverbounce can help you clean and verify your email lists to ensure you aren't sending your messages to email addresses that bounce back to you. 501(c)3 organizations can save 20% on their services, and can verify their nonprofit status through this [nonprofit application](#).

10. SendGrid

SendGrid is a cloud-based email system for large and small organizations seeking email solutions that don't entail maintaining their own servers.

Documented nonprofit organizations can contact the sales team for a 25% discount on email services after signing up. Provide SendGrid with your nonprofit information through this contact form.

Social Media Marketing

11. Hootsuite

Hootsuite is a provider of social media management software that allows you to maintain and update all of your social media channels through one central hub.

Hootsuite offers a 50% discount to registered nonprofits enrolled in their Professional or Team plans, along with training and educational programs. Visit their site to apply for the nonprofit discount.

12. Later

Later is a social media content creation and management software with a visual drag-and-drop interface for creating and scheduling posts. Their specialty is Instagram, but they can also help you manage your organization's Facebook, Pinterest, and Twitter presence.

Later offers a 50% discount on monthly and yearly subscriptions for nonprofit organizations and a 100% discount to select subscription models for NPOs fighting racism. Learn more at their website.

13. Animoto

Animoto is a cloud-based video creation platform that is especially popular for the creation of educational content. Animoto offers a nonprofit subscription rate to registered organizations who rely on video for marketing or outreach. In order to receive this special rate, organizations can reach out to the team at Animoto. More information about this process can be found here.

14. Canva

Canva is a cloud-based graphic design website with powerful content creation tools. They have a Canva for Nonprofits program that allows all eligible nonprofits to use Canva Pro for free. To apply, you need to create a free Canva account and then fill out the application form.

15. Buffer

Buffer is a social media planning platform that allows you to schedule your posts, analyze campaigns, and engage with your followers.

Buffer offers a limited free plan that allows you to have up to three social channels, ten scheduled posts, and one user. Nonprofits can also claim the Buffer 50% nonprofit discount for their paid plans.

Other Marketing Tools

16. SimpleTexting

SimpleTexting is an SMS marketing tool that allows you to schedule marketing texts, auto-respond to replies, and more. They offer a 15% discount on monthly plans to nonprofit organizations and churches. Their scalable plans can be compared on their pricing page.

17. Wistia

Wistia provides high-quality video hosting, similar to YouTube or Vimeo. They provide a 10% discount to nonprofits; email support@wistia.com to find out more.

18. Zapier

Zapier is a tool designed to automate connections between online apps and programs. Workflows can be set up to perform tasks automatically when triggered by certain events: for instance, you could set up a workflow that uploads files to Dropbox when an email with an attachment is received.

Nonprofit organizations are eligible for 15% o! any of Zapier's paid plans. More information and the application link are found on their Zapier for Nonprofits page.

Analytics Software

19. Heatmap

Heatmap.com provides analytics for your organization's website that details how users are behaving on your page, and the actions they take.

Heatmap offers its Premium plan – normally $100 – for free to charity organizations. Request the charity discount through their contact form.

20. HotJar

HotJar uses heatmaps, surveys, and user recordings to provide site analytics that help you measure the tra#c on your website. Select nonprofits (nonacademic, nonpolitical, nonreligious) are eligible for a free HotJar Business account or a 50% discount of higher data plans. Apply for the benefit [here](#).

21. Moz

Moz is an all-in-one SEO toolset that organizations can use to make their online presence more easily found by leading search engines. Charitable organizations that provide their 501(c)3 can receive 75% off their Moz Pro subscription. Visit their site to learn how you can apply for a [nonprofit discount](#).

Project Management

22. Asana

[Asana](#) is project management software that allows you to manage your team's work, projects, and tasks online and in one place. With Asana's free plan, you can add up to 15 teammates. You can get any of their paid plans at a 50% discounted rate with Asana's nonprofit pricing.

23. ClickUp

ClickUp, a project management tool that automates a variety of business processes and helps you stay organized, offers a 35% discount for nonprofits. You can fill out a simple form on their website to claim the discount.

24. Monday

Monday.com produces project management software with a slew of productivity features. You can organize projects through workspaces, schedules, and automation tools. They offer a discount on yearly plans for nonprofit organizations. Further details can be found in this support page.

25. Todoist

Todoist is productivity software that mixes the item-checking satisfaction of a to-do list with group project planning and delegation. The program integrates with dozens of other apps you use, allowing you to manage your tasks and time commitments across several different systems at once.

Registered nonprofits can receive a 50% discount on Todoist Business. You can apply for the discount on their nonprofits page.

26. Basecamp

Basecamp, an internal communication and project management tool for remote teams, offers a discount of 10% for all 501(c)(3) nonprofits. To claim the discount, you need to sign up for a free trial, and then email Basecamp with a copy of your 501(c)(3) status. More information can be found here.

27. Evernote

Evernote is an organizational/note-management software that combines multimedia note-taking, collaborative Spaces for sharing data across teams, and personalized databases that can be easily searched for the information you need.

Nonprofit organizations with a recognized 501(c)(3) status can receive a 75% discount for Evernote services for teams of five or more members. Further info on how to apply is available at their website.

28. Notion

A customizable nonprofit project management software, Notion is an incredibly unique tool. You can create and manage just about any task within this software. And you can build it in a way that works for your nonprofit organization.

Get your 50% discount here

29. Miro

Miro is an online whiteboard program made for team efforts such as brainstorming, project planning, and group decision-making. The platform features dozens of templates designed for different types of analysis and strategy planning and is designed with both synchronous and asynchronous collaboration in mind.

Miro offers their paid plans to nonprofit organizations at a 30% discount. Apply for the discount here.

30. Slack

Teams large and small can use Slack to communicate and collaborate on projects in real time. The Slack for Nonprofits discount gives 85% o! paid plans to qualifying organizations (nonacademic, nonpolitical, nonreligious). Learn more about eligibility and the application process in their help center.

31. Trello

Trello is a Kanban-style visual project management tool that for-profit and not-for-profit organizations use to organize project schedules and measure progress toward goals.

Certain nonprofit organizations are eligible for 75% off! of Trello Business Class or Enterprise plans. The discount does not apply to academic or religiously-a#liated organizations. Their help page provides more information on how to apply for the nonprofit discount.

32. Twist

Twist is a collaboration and communication tool, which its developers call "A Slack alternative that keeps teamwork organized, on-topic, and easy to find (forever)." Nonprofit organizations can submit documentation of their nonprofit status to get a 50% discount.

33. Airtable

Airtable is a platform that can be used to build collaborative applications and share relational databases. Airtable offers 50% off! Plus or Pro plans to qualifying nonprofit organizations who fill out the application form.

Form Builders

34. Gravity Forms

Gravity Forms is a form management plugin for WordPress that allows you to quickly and efficiently build all of your forms in one place.

Gravity Forms offers a discount on their licenses for nonprofit organizations. The discount differs depending on which plan you select. The discount for your nonprofit is only valid for one year of the license. In order to receive a discount for an additional year's license, you will need to submit another nonprofit discount request.

To submit a nonprofit discount request, visit here.

35. JotForm

JotForm is a form-building tool that allows organizations to create secure forms from a selection of thousands of templates, or by converting PDFs into mobile-friendly online forms.

Nonprofit organizations can get 50% off of any of JotForm's monthly-billed plans by uploading a copy of their 990 form through this nonprofit application.

36. Typeform

Typeform is a web-based program used to design surveys, forms, and polls intended to foster more intuitive data collection. Typeform includes the option to incorporate conditional logic to your surveys, making them more conversational and letting you tailor them to varied responses from customers and clients.

For nonprofit organizations, Typeform offers a 25% discount for monthly-billed plans or a 40% discount for yearly-billed plans. Learn more and apply for the discount on their [website](#).

37. Wufoo

Wufoo is an online multi-purpose form builder that can generate tools to solve countless organizational issues that a nonprofit faces. Check out the application page to see if you are eligible for a [50% discount](#) on all paid plans.

Payment Processors

38. GoFundMe

GoFundMe has a division specifically for nonprofits called GoFundMe Charity. With GoFundMe Charity, your organization gains access to powerful fundraising tools with no subscription and a $0 platform fee.

To gain access, you will need a GoFundMe account. If you already have an account, sign in and register your charity here.

Paypal

GoFundMe has a division specifically for nonprofits called GoFundMe Charity. With GoFundMe Charity, your organization gains access to powerful fundraising tools with no subscription and a $0 platform fee.

To gain access, you will need a GoFundMe account. If you already have an account, sign in and register your charity here.

Stripe

Stripe develops payment processing software equipped to receive payments securely from all major credit cards, digital wallets, and bank debits.

Non-profit organizations that use Stripe to receive charitable donations are eligible for a discounted transaction rate: 2.2% + 30 for credit card donations, compared to their regular rate of 2.9% + 30 (Note: American Express transactions are a flat 3.5%). Visit their site to learn how to apply for the nonprofit fee discount.

41. Braintree

Braintree is a payment platform that makes accepting payments easier and aims to boost revenue. They offer a reduced per-transaction fee of 2.2% + $0.30 to all eligible nonprofits. In order to get the discount, you can contact the sales team at Braintree.

42. Payline

Payline is a payment processing company with products for in-person, online, and mobile payment processing. Their services include a hosted payments page for 501(c)3 organizations and businesses with small product lines. Learn more on their site about nonprofit payment processing.

Miscellaneous Tools

43. 99Designs

Find a graphic designer to help you create graphics for your nonprofit. Or, you can "start a contest" to invite the creative community to participate in your project. Then you pick your favorite!

Apply for the 99nonprofits program to receive $500 in platform credits.

44. 1Password

1Password is a password management service that allows you to collect and protect all of your sensitive passwords under the umbrella of one master password that you control.

1Password is available at a 50% discount to nonprofit companies. To apply, contact them at business@1password.com with documentation of your organization's nonprofit status.

45. Grammarly

Grammarly is a writing, editing, and proofreading software that helps make sure your content is flawless.

Grammarly for Nonprofits and NGOs offers free services for eligible organizations, including all premium writing suggestions, administrator dashboard, individual user accounts, user management tools, and team usage statistics. To be eligible, you will need to have a team of 3 or more and have a registered nonprofit or NGO providing public services or programs for social good. To sign up for a free account for your team, visit [here](#).

46. Microsoft 365

Microsoft 365 and Office 365 are the subscription model version of the Microsoft Office suite of computer software, including programs like Word (for word processing), Excel (for spreadsheets), Powerpoint (for slideshow presentations), and Outlook (for email and networking).

Nonprofits can receive a limited selection of Microsoft services for free, or a larger suite of programs at a discounted rate through the Microsoft software donation program. For eligibility, organizations must hold recognized charitable status and sign Microsoft's non-discrimination policy. A full list of the available software options is listed on their [website](#).

47. Amazon Web Services

Amazon Web Services is a comprehensive suite of cloud-based tech products for networking, data storage, web development, analytics, and more.

Nonprofit organizations with a valid 501(c)(3) status can apply for AWS' $2000 [Nonprofit Promotional Credit](#) through Tech Soup, applicable toward usage fees for AWS cloud
services.

48. Dropbox

Dropbox is a file hosting service that allows you to save and sync files through their cloud-based system. They offer [discounts on Business Subscriptions](#) for qualified nonprofits, which you can learn more about through contacting the admin of your Dropbox Business team.

49. WeTransfer

WeTransfer makes sending files online fast, easy, and secure. They offer special pricing for nonprofits - visit [this page](#) and scroll down to the Q&A to get in touch and find out more.

50. Xero

Xero is a suite of accounting software for use by accountants, bookkeepers, and small businesses, and nonprofit organizations. With their software, you can track bills and accounts payable, accept invoice payments, approve expense claims, and reconcile bank transactions.

Nonprofit organizations can submit proof of their nonprofit status to receive 25% off Xero services. Additional information for nonprofits is located [here](#).