



# Baker's Dozen

## *Tips & Tools*

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How can you make your job easier – and more fun? Take a look at this collection of ideas for your communications toolbox – it includes our recommendations as well as options shared by the communicators who attended the workshop.

### 1. Meetings

- a. Organizer: Doodle: [www.doodle.com](http://www.doodle.com) FREE
- b. Conference call: <http://www.freeconference.com> FREE

### 2. Trip organizer: <https://www.tripit.com>

### 3. Digital Publishing:

- a. Issuu: <http://issuu.com> FREE
- b. Yudu: <http://www.yudu.com/about-yudu/faq> FREE

### 4. Screencasting:

- a. Camtasia: <http://www.techsmith.com/camtasia> \$\$
- b. Audacity: <http://audacity.sourceforge.net/> FREE
- c. CamStudio: <http://camstudio.com> FREE
- d. QuickTime (Mac) FREE (already loaded!)

### 5. Photos:

- a. WikiCommons: <http://commons.wikimedia.org/wiki/> FREE
- b. Manipulation: [www.BeFunky.com](http://www.BeFunky.com) FREE
- c. Creative Commons: <http://creativecommons.org>
- d. FEMA.gov: <http://www.fema.gov/blog-newsroom-videos-photos> A library of images you can use (mostly disaster related) – also video and audio as well as briefings you can use
- e. US Government resources: Library of Congress or Historic American survey database for photo

## Associated Church Press/Episcopal Communicators 2014 Conference

- f. Morguefile: <http://www.morguefile.com> FREE images
- g. UN News Service: <http://www.unmultimedia.org/photo/> FREE multimedia
- h. Action by Churches Together (ACT Alliance):  
<http://www.actalliance.org/resources>
- i. Creation Swap: <http://www.creationswap.com> Church media – free and low cost images and graphics
6. **Google (Virtual) Tours: \$\$\$**
  - a. <http://www.google.com/maps/about/partners/businessview/>
7. **Use your free directory listings to share your story with ‘the people you don’t know yet’** <http://www.ecfvp.org/vestrypapers/communications-tried-true-new/find-a-church/>
  - a. Google Places <http://www.google.com/business/placesforbusiness/> FREE <https://plus.google.com/113101576439019025113/posts?hl=en>
  - b. Find a Church <http://www.episcopalchurch.org/find-a-church> FREE <http://www.episcopalchurch.org/parish/grace-episcopal-church-carlsbad-nm>
  - c. Faith Street <http://www.faithstreet.com> FREE <http://www.faithstreet.com/church/holy-spirit-episcopal-church-el-paso-tx-1>
8. **Scheduling volunteers**
  - a. Sign Up Genius <http://www.signupgenius.com>
9. **Online meetings**
  - a. Google Hangouts <http://www.google.com/+learnmore/hangouts/?hl=en> FREE
  - b. Skype <http://www.skype.com/en/>
  - c. Web conference: <http://Zoom.us> FREE
10. **Webinar tips**
  - a. Lots of providers: WebEx, GoToMeeting, AdobeConnect
  - b. [http://www.ecfvp.org/files/uploads/Communicating\\_for\\_Epis\\_Leaders\\_March14\\_Final.pdf](http://www.ecfvp.org/files/uploads/Communicating_for_Epis_Leaders_March14_Final.pdf)
  - c. <http://www.ecfvp.org/webinars/communications-for-episcopal-leaders-2/>
  - d. [http://www.ecfvp.org/files/uploads/White Board - What\\_hinders\\_effective\\_communications.pdf](http://www.ecfvp.org/files/uploads/White_Board_-_What_hinders_effective_communications.pdf)
  - e. Engaging your audience – use polls, whiteboards, and chat box
  - f. Time for questions - midway
  - g. Next steps – include a slide with this heading at the end
  - h. Sharing resources – include links to where people can get more info
11. **Telling your story with pictures and video**  
<http://www.ecfvp.org/vestrypapers/communications-tried-true-new/using-video/>
  - a. Instagram <http://www.ecfvp.org/posts/tips-for-instagram-photos-and-videos-for-churches/>
  - b. Vine <https://vine.co> FREE
  - c. Stupeflix <http://studio.stupeflix.com/en/> FREE and <http://www.ecfvp.org/posts/make-an-appetizing-welcome-video/>
  - d. Quick tips for better video: <http://www.ecfvp.org/yourturn/quick-tips-for-better-video/>

**12. Project management**

- a. Dropbox [www.dropbox.com](http://www.dropbox.com)
- b. Basecamp <https://basecamp.com>
- c. Google for nonprofits includes file storage

**13. Forms**

- a. WuFoo <http://www.wufoo.com>
- b. Formstack <https://www.formstack.com> video  
<https://support.formstack.com/customer/portal/articles/1249664-video-tutorial-the-new-formstack-form-builder>

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