TECH TOOLKIT FOR SMALL LIBRARIES

Computer and web-based resources that are free(ish) can be transformative for libraries, especially small ones. Here’s a starter list. Please send your ideas to jtorsney@bradleybeachlibrary.org. We’ll post the complete list on the NJLA Small Libraries Section (http://njlamembers.org/smlibsection)

* TECH SOUP (techsoup.org) The discounts are so deep, you should always check before you buy any hardware or software. Their section for libraries also has great tips.
* MAIL CHIMP (mailchimp.com) If you don’t have an e-newsletter – and, really, we all should – you can do one on Mailchimp easy as pie. Very stylish templates, free under 2,000 names and great list management and reporting.
* CANVA (canva.com) Up your design game. Really beautiful resources, much of it free.
* EVITE (evite.com) Very attractive reminders, postcards, invites and thank you's for free
* SLACK (slack.com) Excellent for collaborating on projects and for those people who are always brainstorming together. Keeps everything in one place.
* BETTER WORLD BOOKS (betterworldbooks.com) What to do with weeded and excess donations? They pay for the postage to ship books and the Library and your community partner get a small percentage of what is sold.
* SPORTS SIGNUP (sportssignup.com) A very reasonable way to do basic background checks.
* PAYPAL (paypal.com) Sure they take a percentage of donations, but for those donations you wouldn’t get without credit cards, the price is right. Easy to process and transfer directly to library bank account.
* AMAZON SMILE (smile.amazon.com) A very small portion of sales goes to your library or Friends group. It doesn’t raise much but it is free.
* DELICIOUS (delicious.com) Still a great way to organize your web resources
* PINTEREST (pinterest.com) If you’re a visual person, or someone who’s interested in craft ideas or a million other things, you should be here. Warning: it’s addictive.
* TWITTER, INSTAGRAM, FACEBOOK, SNAPCHAT, BLOGGER, TUMBLR. You should consider being on all of these, but only if you are going to be posting regularly.