

MARKETING RESOURCES

Build your own website

You don't need a degree in IT these days to set up your own website and you can do it for free with these very user-friendly sites

<https://www.wix.com/>

<https://www.weebly.com/uk>

<https://wordpress.com/>

<https://www.imcreator.com/>

Email Marketing

Make your email campaigns look smart and more professional, whilst also giving you analytics and forms to capture new subscribers

<https://mailchimp.com/>

<https://www.verticalresponse.com/>

Schedule and keep track of your social media

Set up posts well in advance to go out on all your social media channels with these great scheduling tools

<https://hootsuite.com/en-gb/>

<https://buffer.com/>

<https://tweetdeck.twitter.com/>

<https://bitly.com/>

Free stock images

You always have to be wary of infringing copyright rules on any images you use that aren't yours, but these sites offer trouble free usable images

<https://pixabay.com/>

<https://stocksnap.io/>

<https://unsplash.com/>

Website analysis

Make sure once you have your website set up you are maximising its potential in getting as much traffic to it as you can

<https://analytics.google.com/>

<https://moz.com/>

<https://www.semrush.com/>

MARKETING RESOURCES

Publicity Design

Make your posters stand out, optimize your images and produce professional looking designs with these great programmes

<https://www.canva.com/>

<https://pablo.buffer.com/>

<https://www.smores.com/>

<http://www.majesticpublications.co.uk/>

Advertising

Another resource from Google for non-profits which is definitely worth exploring as a source of revenue for advertising

<https://www.google.co.uk/grants/>

Ticketing

Whether you are printing tickets or using online ticketing services, these are all good resources

<https://www.printmytickets.co.uk/>

<https://www.ticketprinters.co.uk/>

<https://www.eventbrite.co.uk/>

<https://www.ticketsource.co.uk/>

Small print runs

<https://www.vistaprint.co.uk/>

<http://www.parchmentuk.com/>

MUSIC RESOURCES

Free Choral Repertoire

Music which is accessible in the public domain and royalty free

<http://www.free-scores.com/>

<http://www.cpdl.org/wiki/> (Choral Public Domain Library)

<https://www.8notes.com/>

<https://musopen.org/>

<https://imslp.org/>

Practice and Rehearsal Tools

Give your choir all the help they can get with their homework!

<https://johnfletchermusic.org/>

<http://www.cyberbass.com/>

<http://www.choralia.net/>

FUNDRAISING RESOURCES

Online Fundraising and Donation Collection

Make it as easy as you can for your patrons to donate to you or run a fundraising drive using your own singers!

<https://www.paypal.com/fundraiser/hub>

<https://www.justgiving.com/>

<https://www.crowdfunding.com/>

<https://www.facebook.com/fundraisers/>

**BOOK TIM FOR A BESPOKE WORKSHOP,
TAILORMADE TO SOLVE THE PROBLEMS
FACING YOUR CHOIR!**

**YOU DECIDE THE TOPICS - FROM AUDIENCE
BUILDING TO RECRUITMENT; TOURING TO
APPOINTING A NEW CONDUCTOR; FINDING
SUITABLE REPERTOIRE TO CONCERT
PLANNING**

**TIM IS ALSO AVAILABLE TO BOOK AS A
GUEST CONDUCTOR OR KEYNOTE SPEAKER**

**PLEASE CONTACT HIM VIA THE DETAILS
BELOW TO DISCUSS ALL YOUR CHOIR'S
REQUIREMENTS FURTHER!**

TIM KNIGHT MUSIC

**St Mark's House, 1 St Mark's Avenue, Leeds
LS2 9BN**

Tel: 07887 960813

Email: mail@timknightmusic.com

Website: www.timknightmusic.com

TIM'S TOP TIPS!

**THIS HANDY LEAFLET IS A GUIDE TO SOME FREE
RESOURCES WHICH WILL HELP YOU MANAGE
YOUR CHOIR AND CONCERTS MORE EFFICIENTLY
AND EFFECTIVELY**

(please note these are suggestions only and use of any of these resources are entirely at your own discretion and risk!)

ADMINISTRATION RESOURCES

Google and Microsoft

Did you know that both Google and Microsoft offer free versions of their business tool suites to non-profit organisations?

<https://www.google.com/nonprofits/>

<https://www.microsoft.com/en-us/nonprofits>

File Sharing/Cloud Storage

Save your documents where you can find them and be able to share them, collaborate and work on them in real time with your colleagues

<https://www.dropbox.com/>

<https://www.google.com/drive/>

Gathering information/surveys

If you want to collect information or feedback try one of these online tools to save paper!

<https://www.surveymonkey.com/>

<https://www.google.co.uk/forms/about/>

<https://freeonlinesurveys.com/>

Database/Project Management/Meeting Scheduling

Hubspot and *Trello* will help you to keep track of projects and manage a database of all your contacts. *Need to meet* is a meeting planner

<https://www.hubspot.com/>

<https://trello.com/>

<http://www.needtomeet.com/>