

100 Best Campaign Tools

Whether you're running for office, trying to get a ballot measure approved or growing your nonprofit, campaigns and issue advocacy work are complicated, multi-person endeavors with many moving parts. From fundraising efforts to social media posts, we know every campaign has a lot of tasks to complete on the way to victory. We've compiled a list of 100+ digital tools to streamline your efforts and help every campaign team collaborate better.

Launching a petition? Want to send mass texts that will actually get read? Need a sleek website? We've vetted countless campaign and advocacy tools to find options that solve all of these problems and many, many more.

We look forward to hearing your feedback in the comments or by emailing us at: info@thecampaignworkshop.com.

Action Network



A fantastic petition tool for your site, with a growing suite of other campaign tools (think mass emails and surveys) built for progressive organizations and campaigns. Great for collaborative, coalition-based efforts, Action Network is also embeddable, so you can keep your branding consistent.

Cost: Freemium

Type: Petitions

ActionSprout



ActionSprout is a great tool that allows you to host an action within your Facebook page. It also provides a great set of metrics to measure your post performance and lets you invite people to like your page when they have liked a post but not your page.

Cost: Freemium

Type: Petitions

AddText

Not the most complicated campaign tool, but sometimes simple is what you need. The title says it all: AddText allows you to quickly and easily add text to all of your photos.

Cost: Freemium

Type: Photos

Amicus

Amicus is a peer-to-peer calling and postcard tool to help get your membership more engaged through personalized phone calls and direct mail.

Cost: Paid

Type: Field

Asana



Asana is an easy-to-use campaign tool for teams to track work, plan ahead, and have fun along the way with gamification.

Cost: Paid

Type: Organization

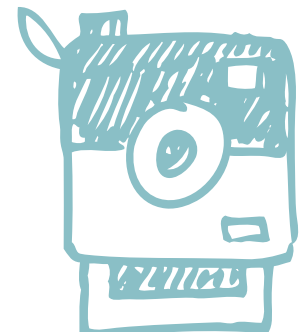
ASMP



Looking to hire a photographer in a new town or find some custom stock photography? This is a great site to find quality photographers, wherever you need one.

Cost: Free

Type: Photos



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Assistant.to

This handy Gmail plugin eliminates the endless back-and-forth when scheduling meetings.

Cost: Free

Type: Organization

Attentive.ly

Want to do a deep dive into who is on your list and what they care about? Look no further than Attentive.ly, which, through social listening and search, will help you to make sure you get the right message to the right list segment. What's more, Attentive.ly connects with most major CRMs.

Cost: Freemium

Type: Email

Blab

An interactive interview tool to create live video content and discussion.

Cost: Free

Type: Content



Boomerang

Emailing late at night, but don't want to ping people with a 3 a.m. message? This tool allows you to write whenever you're free and then schedule emails to go out when you actually want people to see them.

Cost: Freemium

Type: Email

Brigade

Find family members, friends or folks in your area who agree on your issues. Plus, poll people to see why they agree (or don't) with your views.

Cost: Paid

Type: Field

CallFire

A rock-solid campaign tool that puts the power of a call center in the hands of your volunteers (and their cell phones).

Cost: Paid

Type: Call/SMS

Call Hub

Two birds with one stone, Call Hub allows you to integrate CRM's like Salesforce and Nationbuilder, with political and advocacy tools. Track and monitor every call and SMS you and your volunteers make during a campaign. Get detailed reports and insights.

Cost: Paid

Type: Call/SMS

Camtasia

Looking to create video for your campaign or organization? Camtasia helps you create and edit professional videos.

Cost: Paid

Type: Video

Canva



Canva is a web-based platform that helps you create great custom graphics, even if you don't have any design experience. Export the slides and use them in place of PowerPoint, or as compelling images for social media updates.

Cost: Freemium

Type: Content

Care2.org



The original petition site. Care2 offers free and sponsored petition options to help you influence decision makers and grow your list.

Cost: Freemium

Type: Petitions

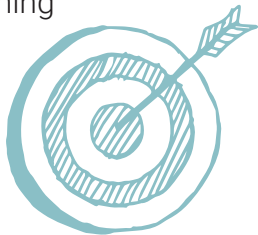
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Catalist

Need to pull a data file for your targeted communications program? Through a paid subscription service, Catalist provides access to a wealth of voter and other data so that you can be sure your message is reaching the best possible audience.

Cost: Paid

Type: Data



Change.org

Change.org is a great place to launch a petition and grow your base. Direct your petition at a politician, corporation, organization or person, and share it on social media and other platforms to grow your list of supporters. Just as inspiring as seeing your signatures grow? Tuning in to Change.org's list of victories, which illustrate once again how powerful our voices can be when they come together.

Cost: Freemium

Type: Petitions

Cision

Want more earned media? Cision is a way to grow your press list by area or topic, so you can get your message out to more media outlets.

Cost: Paid

Type: Press

Civis Data Platform

An analytics platform that will help you to better organize and understand your organization's data and harness its power.

Cost: Paid

Type: Data

Civis Media Optimizer

Fine-tuned targeting is an integral part of any modern communications strategy, but TV buy targeting hasn't kept pace. Using an anonymous, privacy-protected third party to identify the exact shows your target viewers watch, Civis Media Optimizer matches your target with what they're watching, helping you to optimize your media dollars.

Cost: Paid

Type: Media

ClickToTweet

Promote, share and track your content on Twitter to find out what works and what doesn't on your social feed.

Cost: Free

Type: Social Media



CMAG

Sadly, you can't be everywhere at all times. CMAG will monitor media buys placed by independent expenditures and your opposition, so you can learn where they're airing their messages and what they're saying.

Cost: Paid

Type: Research

Confluence

Need help keeping your staff organized? Confluence can help you create and discuss work with your team.

Cost: Paid

Type: Organization

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Contactually



Quirky CRM that uses gamification to sort your contacts by buckets, and provides tools to ensure those buckets of past clients or potential leads don't fall off your radar.

Cost: Paid

Type: Organization

CoSchedule

If you're creating content, you need an editorial calendar to keep you and your team on track. CoSchedule has a calendar tool, and also gives you space to plot and organize your social media strategy.

Cost: Paid

Type: Content



Crowdpac

Kickstarter, but for politics. Let your supporters know exactly what you need to meet your goals.

Cost: Paid

Type: Fundraising

CrowdTangle

Track and analyze social media engagement for your own organization or campaign... and track your competitors while you're at it.

Cost: Paid

Type: Social Media

Defonic

Need to block out noise to focus? Try this ambient noise generator, with sounds from nature or urban life. We're fond of "Oceanica," though it occasionally makes us wish we were staring at the sea and not the screen.

Cost: Free

Type: Organization

Democracy.com

Get your voice heard on the web with this platform for creating websites for candidates and causes.

Cost: Free

Type: Research

Democracy Engine

Democracy Engine provides you with the tools to find, engage with, and donate to campaigns and organizations.

Cost: Paid

Type: Fundraising

Doodle



Yes, it's possible to never say, "What day works for you?" again. Doodle makes schedule ping-pong a thing of the past, as each person who's slated to attend a meeting can fill in what time works best.

Cost: Free

Type: Organization

Ecanvasser

Who covered their turf? Ecanvasser allows you to map territory, sync walk lists and more.

Cost: Paid

Type: Canvass

EveryAction

A site that organizes many aspects of nonprofit management, including emails, web-based donations and donor management.

Cost: Paid

Type: Website

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Expensify

When the end of the month rolls around, are you scrambling to find your receipts? This expense tool will help make reporting what you spent (and where) less of a hassle.

Cost: Paid

Type: Organization

feedly

Keep everything you love to read in one place. feedly is a versatile RSS feed that lets you centralize all the publications in your life and keep them up-to-date.

Cost: Paid

Type: Research



Freesound

Boom! Freesound is a collaborative database of Creative Commons licensed sounds that you can use to add sounds to your website, short film, etc.

Cost: Free

Type: Video

Function Point

Function Point is a productivity software for creative agencies, internal marketing teams and professional service firms. Stay connected at every stage of project management while gaining deeper knowledge of your company.

Cost: Paid

Type: Organization

Glympse

Want to know where your candidate is at all times? This handy app helps you track them.

Cost: Free

Type: Organization

Google Analytics

Want to see how your website is performing? Use Google Analytics' metrics to inform your strategic decisions about your web presence.

Cost: Free

Type: Website

GoToMeeting

Whether your team is in multiple locations or you have a vendor demo call, GoToMeeting is one system we rely on for video conferencing.

Cost: Paid

Type: Organization

Grammarly



Better than spell-check, Grammarly helps sniff out typos, corrects your grammar, and even suggests synonyms to make you sound smarter. It works in all text fields, so you can rest assured that your emails, blogs and social media posts are getting a solid once-over.

Cost: Free

Type: Content

Grassroots Unwired

Keep track of your canvassers in the field and collect real-time contact information. This real-time campaign tool helps provide voter feedback, contribution information, canvasser accountability and real results.

Cost: Paid

Type: Canvass

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Ground Game

Changing the canvassing game one canvasser at a time. Use Ground Game to organize canvassers with walking lists, satellite maps, surveys, and even view voter information for the neighborhoods canvassers are walking. It's a powerful mobile canvassing tool that's affordable regardless of the size of your campaign.

Cost: Paid

Type: Canvass

GroupMe

Text your entire team at once with GroupMe.

Cost: Free

Type: SMS



Handstack

If only we could text everyone. It's possible to text your entire list with this campaign tool, which allows you to reach large audiences for persuasion, fundraising and organizing via SMS. As a bonus, the communication is two-way, so you can actually get feedback from your supporters in real time.

Cost: Paid

Type: SMS

HARO

Reporters need experts and sources, and you just might be the person they want to talk to. Sign up with Help A Reporter Out (HARO), and get some good, free press in the process.

Cost: Free

Type: Press

Hemingway Editor

Papa Hemingway was known for his concise prose. This namesake program will highlight sentences that are too long or confusing. Try it out, and watch your writing become clearer.

Cost: Freemium

Type: Content



Hightail

Hightail allows you to store projects on the cloud and collaborate on big files with your colleagues. The end goal? Eliminating all those back-and-forth emails as projects go from the idea stage to the final product.

Cost: Freemium

Type: Organization

Hootsuite

This campaign tool allows you to manage all of your social media accounts in one visual dashboard, and eliminates the time spent toggling between tabs and re-logging into your accounts.

Cost: Free

Type: Social Media

HotelTonight



Traveling and need a hotel at the last minute? Use this app, which gets you great rates on rooms. Procrastinators, we won't tell if you use it in more than just those emergency moments.

Cost: Free

Type: Travel

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HubSpot Sales



There's nothing worse than hitting "send" and feeling like your email has disappeared into the ether. HubSpot Sales sets a time for delivery, tracks your email and lets you know when the recipient opens it – all from one handy app.

Cost: Paid

Type: Email

Hustle



It's no secret that we're fans of GOTV calls, especially with certain demographics. But texting is also becoming an essential part of campaigns as well. This peer-to-peer SMS tool allows you to quickly expand your reach.

Cost: Paid

Type: SMS

IFTTT

IFTTT links all the devices in your life and allows you to control all of them from your phone.

Cost: Free

Type: Organization

Influence Explorer

Find the campaign finance and lobbying information you're looking for, all in one place and in real time.

Cost: Free

Type: Research

IQtell

The ultimate productivity tool. IQ Tell turns your emails into actions. It is the next step in the evolution of productivity tools, letting you organize emails into tasks. Task categories include next actions, watch lists, upcoming events, and more.

Cost: Paid

Type: Email/Organization

Keeper

This self-proclaimed "digital vault" will keep all your passwords safe.

Cost: Freemium

Type: Organization

Kindful

It's a streamlined, user-friendly CRM for nonprofit fundraising. Easy to use with good functionality, but not overwhelming.

Cost: Paid

Type: Website

Klaviyo

Harness the power of email marketing, fundraising and automation for your campaign.

Cost: Paid

Type: Email

Klout

Determine your digital influence, and check out how you rank as compared to your competitors or other campaigns.

Cost: Free

Type: Social Media

Leadin

Create easy lead pages for your website for free.

Cost: Free

Type: Website



LexisNexis

Traditionally thought of as a law tool, LexisNexis is a powerful search device that can help you find background information on anyone.

Cost: Paid

Type: Research

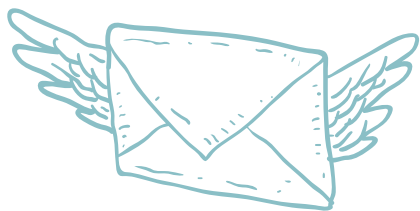
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Lynda

Expand your skill set infinitely with this hub of online classes. Master an app or develop a skill through Lynda's thousands of different trainings and courses.

Cost: Paid

Type: Research



MailTrack

Find out who read your email and when they did, without them knowing that you're keeping track.

Cost: Free

Type: Email

Mentionmapp

This campaign tool allows you to map connections between Twitter users and visualize what they're saying so you can keep track of your brand, and make sure you're monitoring your social media traffic.

Cost: Free

Type: Social Media

My Minutes

Feeling those minutes slip away? From managing call time to time with your family to time spent at the gym, this campaign tool will allow you to set goals for how you use all the hours in your day.

Cost: Paid

Type: Organization

NationBuilder

An all-in-one platform for political campaigns – it helps with websites, fundraising, email blasting and more.

Cost: Paid

Type: CRM

Netfirms

A reliable platform for researching and buying domain names, once you're ready to commit.

Cost: Paid

Type: Website

NGP VAN

The long-standing fundraising back end for most Democratic campaigns, which allows you to do everything from raising money to organizing better.

Cost: Paid

Type: Fundraising

OmniFocus

A tool made for Apple fans, OmniFocus lets you see your work in a variety of ways. Stay on top of projects, goals, prioritize tasks at hand, and handle all your priorities on an iPhone, iPad, Mac, or even, Apple watch.

Cost: Paid

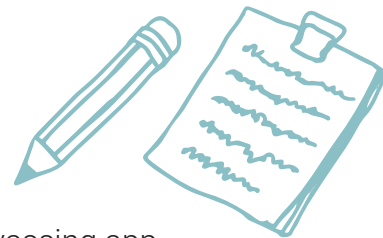
Type: Organization

Open Live Writer

Compose your blog posts online or offline, add images and then seamlessly post them from this site.

Cost: Free

Type: Content



Organizer

An easy-to-use canvassing app with a clean design. It provides real time results for canvassing and cuts down on countless hours of data entry.

Cost: Paid

Type: Canvass

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Periscope

Getting into video can be as simple as holding up your phone and recording what you see. To start recording and sharing, check out Periscope, a social platform that lets you create a conversation and have others join in.

Cost: Free

Type: Social Media

PersoniFind

See what decision makers and influential folks are really talking about. This innovative campaign tool helps you find influencers on Twitter and analyze conversations by issue.

Cost: Paid

Type: Social Media

Phonto

Phonto lets you add text to images.

Cost: Free

Type: Photos

Political Party Time

Need to find out where politicians are holding fundraisers? Try out this cool tracker to locate your coffee klatch or cocktail party.

Cost: Free

Type: Research

Rapportive

Get more info on your contacts, fast. This email plugin loads a contact's LinkedIn page, right alongside the message they sent you.

Cost: Freemium

Type: Email

Really Good Emails

Want to spice up your emails or newsletters with a sleek new design? Check out Really Good Emails for inspiration.

Cost: Paid

Type: Email



RescueTime

RescueTime runs in the background on your laptop and tells you how productive you really are.

Cost: Paid

Type: Organization

Revere

A suite of tools to get the word out on your campaign, from patch-through calling and SMS to ad buying and site design.

Cost: Paid

Type: Call/SMS



Roost

Looking for storage for your campaign materials while you go on the road? Meet the Airbnb of storage and parking spaces. Just don't forget that you left your bike in Iowa.

Cost: Free

Type: Travel

Sales Rabbit

A tool to help you keep all your leads in one place. Tracking and managing leads to help you do one thing: close more leads. With Sales Rabbit, you'll never forget a lead again!

Cost: Paid

Type: Organization

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Salsa

No tortillas here. Salsa is all about a cloud-based fundraising software for nonprofits and campaigns. There's also a marketing tool, which will help target your supporters the right way.

Cost: Paid

Type: Website

Sanebox

Sanebox is an email streamlining service that analyzes your past behavior (which emails you open, which you respond to, how quickly, how often, etc.) and determines the importance of your incoming emails through their headers. Your most important emails are prioritized and less important emails are pulled into a separate folder and summarized in a digest. It also includes a snooze function for non-urgent emails, unsubscribing with one-click, reminders when people don't reply to you and more.

Cost: Paid

Type: Email

SEMrush

Get intelligence on your competition, including what type of ads they're buying and the keywords they're using.

Cost: Paid

Type: Content

Sendible

If you're looking for a campaign tool to boost your social media presence, check out Sendible. Its sleek dashboard makes it simple to see how your posts are performing and write new messages to followers.

Cost: Free

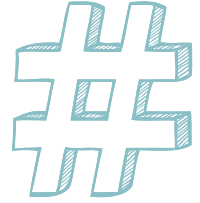
Type: Social Media

ShareProgress

Got a progressive cause that wants to build its list? ShareProgress allows you to grow your base of supporters through data-driven technology and testing.

Cost: Paid

Type: Data



Slack

An incredible organizational tool that allows you to give colleagues tasks, keep up with what your team is doing, chat and send documents.

Cost: Freemium

Type: Organization

SmartVAN



Another favorite of The Campaign Workshop, SmartVAN is a core source for voter data. You can research voter universes, pull lists and assemble walk packets for volunteers, among many other things.

Cost: Paid

Type: Data

SparkInfluence

A Wordpress and mobile friendly platform to help you get the most out of advocacy and grassroots efforts. Educate, engage, and empower your campaign all while collecting useful data.

Cost: Paid

Type: Website

SpeakUp! WordPress Petition Plugin

A free plugin for WordPress sites, SpeakUp! allows you to post your email petitions directly to your website.

Cost: Free

Type: Petitions



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Speek

Get the team on the same page with conference calling and screen sharing on one simple platform.

Cost: Freemium

Type: Call/SMS

Sprout Social

Are you being heard? Promote your content and reach your audience with this one-stop campaign tool for social media engagement and analytics.

Cost: Paid

Type: Social Media



SpyFu

Discover what your competitors are buying as far as keywords and what they organically rank for.

Cost: Freemium

Type: Website

Squakr

A Google Alert here. A screenshot of a tweet there. Streamline how you track your opponent with Squakr, a content and social media tracking tool that keeps you informed about what your opponent is doing and saying.

Cost: Paid

Type: Social Media

Squarespace

Launching your web presence doesn't have to be a huge headache. Squarespace helps mere mortals create professional-looking websites.

Cost: Freemium

Type: Website

Storify

Storify lets you search through multiple social media platforms, and create a report and/or blog post based on content that matters to your team and community. Show your team what #issues people are really discussing or how a news story unfolded online.

Cost: Freemium

Type: Content



StratDriver

Call us biased, but the new app StratDriver (created by TCW's Joe Fuld) is a way to help campaigns set goals and measure their efforts.

Cost: Paid

Type: Field

SurveyMonkey

A survey platform that can help you create and keep track of simple surveys. Use it to interact with your base, and find out what toppings your staff prefers on their pizza.

Cost: Freemium

Type: Research



SweetProcess

Winning campaigns are built with systems. Get your knowledge of repetitive tasks out of your head, and let your team take over some of the things you've been handling solo. SweetProcess is an organizational campaign tool that allows you to create systems for your team, assign tasks, and track their progress until they're done.

Cost: Paid

Type: Organization

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Talkwalker

A social media analytics tool that helps you monitor what's going on in the world by focusing on keywords or names.

Cost: Paid

Type: Social Media

Taskworld

A tool to help you focus on what's important. Prioritize and manage your team's tasks, set due dates, and monitor progress with Taskworld's interactive visual task boards.

Cost: Paid

Type: Organization

Teamup Calendar



Welcome to your new calendar. An awesome way to synchronize events and content across a team.

Cost: Paid

Type: Organization

Things

Things is a delightful and easy to use task manager. It's the perfect companion for everything you want to achieve in life, offering a great balance between ease of use and powerful features. With it, you can organize every aspect of your life—from your daily routine to your long-term goals—and find the clarity that only comes from knowing what to do next. You can set it up to sync across your devices, to easily keep track of everything no matter where you are.

Cost: Paid

Type: Organization

Todoist

Your to-do list on steroids.

Enough said.

Cost: Freemium

Type: Organization



Toodledo

A project management tool to keep your ideas, notes, and tasks organized at work and at home. Get your ideas out of your head and into the hands of your team.

Cost: Free

Type: Organization

Triplt

Streamline all of your travel plans and create a single itinerary, alongside a map. We like that it's available offline, making it accessible in the air or on the subway.

Cost: Free

Type: Travel



Trello

Trello is a productivity visualization tool that allows for better collaboration among team mates. You can add comments and attachments to each project board, and it synchs to all devices and to all your favorites: Slack, Google Drive, Evernote and more. Dive into the details and stay on track with Trello.

Cost: Freemium

Type: Organization

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TubeChop

A fast campaign tool to quickly edit a clip from a YouTube video, and create a short, watchable bite.

Cost: Free

Type: Video

Tweepi

Organize your Twitter followers, and get a better sense of who follows you (and who doesn't).

Cost: Freemium

Type: Social Media

Twitter Analytics

You likely use Twitter, but have you really dug into the back-end of its analytics dashboard? It is a great place to get true insight into who is connecting with you and what tweets are driving interaction.

Cost: Free

Type: Social Media

Ubersuggest

Researching keywords has never been easier. Ubersuggest is a great tool to find the best keyword for the web, images, youtube, or even the news, for your next content marketing campaign. It even offers a google chrome or firefox extension- KeywordEverywhere.

Cost: Free

Type: Research

Unsplash

Stock photos don't have to be pricy or boring. Unsplash is a spot to find beautiful, free high-definition photos.

Cost: Free

Type: Photos

VoilaNorbert



Can't find someone's email address?

VoilaNorbert is a service that finds the email address based on the URL of the company and the name of the person whose email you lost.

Cost: Freemium

Type: Email

Voter Circle

VoterCircle is a grassroots digital advocacy tool that elevates friend-to-friend contact over traditional campaign-to-voter contact to make messaging effective on any budget. The point of the platform is to leverage the power of personal networks by getting friends to mobilize one another to action.

Cost: Paid

Type: Social Media

Waze



Now you really don't have an excuse to be late for that campaign meeting. Waze is a crowd-sourced traffic app.

Cost: Free

Type: Travel

Wistia



Everyone loves a good video.

Wistia is a video hosting service that lets you embed video on your site and capture potential leads from the people who view your content.

Cost: Freemium

Type: Video

Word Swag

You don't need graphic design or Photoshop experience to add text to your photos. Word Swag allows you to create clean, high-impact images for your blog or Instagram.

Cost: Paid

Type: Content



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WorkFlowy

WorkFlowy makes list-making more interactive and accessible than ever. Use this paid tool to organize your schedule, keep track of your ideas, and prioritize your to-do's in a digital notebook. You can even filter your lists by hashtags to quickly find specific items. Try a free demo to see how you can start better organizing your brain.

Cost: Freemium

Type: Organization

Wrike

For small teams or large teams, Wrike helps you organize your projects and increase productivity. Manage project portfolios, track documents, use performance metrics and see instant progress.

Cost: Freemium

Type: Organization



Yoast

We love Yoast. It's an essential SEO plugin for WordPress and Drupal that will help you to optimize your website so it shows up in web searches (and climbs the rankings).

Cost: Paid

Type: Website

Zamzar

We've all been there: You need to convert a PDF to a Word file and aren't sure which site is best or what program you should download. Zamzar converts video, mp3, ebook, PDFs, Excel, Word, etc., without requiring you to download new software.

Cost: Free

Type: Video

Zapier

Make your apps work harder for you. Zapier allows all of your new apps to communicate and share information.

Cost: Freemium

Type: Data