The Lab
Digital System Audit

Website & Web Integrations
- Squarespace (use it for content, to sell things via store, press PDFs, marketing materials, video hosting, archives, mailing list & social media signups, SEO optimization, to drive donations, and to get ppl to sign up for space rentals)
    - When do you renew your Squarespace contract? I'm researching Wordpress options that can provide all of this (easy back end updating, store, SEO etc) with open source tools. Another company I know, but I'm hoping that through their customization it's possible to eliminate a few of your digital service accounts. They have also developed a way to have a backend database but keep the pages static, which means that the website will be lower impact but there is still a back end way in which to update it without knowing how to code. Sustainable web people love it. I ultimately want the website to be fully autonomous on a solar powered server and am researching ways to reconcile these two desires. But in any case, the idea is to replace squarespace, but not right away.
- Google Domains
    - How often and when do you renew your domain through Google? How much is it? I'm hoping to find a company that is smaller in SF. I do like this- https://www.hover.com/
- Google Workspace (for space rental and other forms / worksheets that integrate to website)
    - It's so hard to find an alternative to this. But we can eventually make our own input form via wordpress forms- https://wpforms.com/. One other possibility could be a PDF form that is easy to complete and downloadable from the website with an easy way to email back. But I want to know more about your back end process for this bc receiving a PDF vs receiving data from a form can really change workflow.
- Instagram (primarily), Facebook (for events announcements only), Twitter (minimally)
    - I don't see a way around these, yet. Other than direct RSS feeds (see below). But the good news is that it's easy to evolve these accounts as participation wanes.
- Withfriends for ticketing, memberships, some donations
    - I don't know a lot about this service yet. I'm curious what the Salesforce database will offer that this does not? But we can make a donation acceptance via wordpress forms.
- Mailchimp for getting new newsletter subscriptions

- I would keep this for now, but we can experiment with/set up an RSS feed for the new site, which people can sign up for so they can receive automated updates from the website in email format.

Databases
- * Salesforce CRM for constituent records and, soon, donation processing (after failing out now with 3 other CRMS, I spent 3 months setting this up this summer and we will soon be putting a Salesforce donation form on our website)
  - Is there any possibility that this will cover any of the functions above or below? As I look through this list it seems so clear that these different digital services offer organization and convenience, and that avoiding them is difficult and would mean manual processing. So perhaps the initial goal is to cut down and find solutions that can multitask so that you at least have fewer accounts to deal with.
- * PastPerfect is our new archivist's recommendation for keeping archival records on the cloud
  - Wow, this is robust. I can imagine it offers convenience and lots of bells and whistles. I don't know enough yet about what kind of system is needed so I feel hesitant to offer more opinion here. Questions that come to mind though- How much is there anticipated to archive? What can this do that a website archive cannot? How can the Internet Archive be a partner in this? What is the benefit of cloud (other than backup)? I would love to find a wordpress alternative that integrates with a web system in order to remove one more digital system.
- Dropbox for all institutional records (currently almost 7 TB)
  - I want to find out what Internet Archive can offer.
- Google Workspace (email, Drive for in-process documents)
  - Same as above

Financial
- Xero bookkeeping
- Gusto timesheets / payroll
- Paypal, Venmo, Stripe payment processing
- Track1099 for 1099 employees
- Givebutter for crowdfunding
  - I don't know of any alternatives here because I have not researched these systems, but I will keep researching.