

Email and Calendaring with Google Apps for Nonprofits

Things to Know

What is Google Apps for Non-Profits and why does AAUW use it?

- Gmail, Google Calendar, and Google Analytics + more!
- AAUW uses Google Apps for Non-Profits to make the lives of branch leadership easier
- Having a branch Gmail account with AAUW will allow you to use mass email systems like Mail Chimp, which does not allow you to use personal email accounts.

Benefits of Using Google Apps

- Using an organizational account under AAUW is better for branch management. i.e. fortatkinson-wi@aauw.net
 - Leadership transition, multi-person access, and digital communication all made easier
 - No PERSONAL email accounts need to be used
 - Interested? Contact site-resources@aauw.org and we will get you started!
- Google Analytics
 - What to Look For
 - Real-Time
 - Shows you the stats of you website in real time
 - Audience
 - Shows you how many people have visited your site and how long they stayed
- Google Calendar and Gmail
 - You can add, edit, and remove any events on your Google calendar without going through Site Resources
 - The calendar on your site is updated automatically

- **All contact and inquiries can easily go to one place keeping your branch contact information constant**

How-To

Use Google Analytics

- 1. Go to analytics.google.com**
- 2. Log in with your branch Gmail account**
- 3. On the bottom left side click, ADMIN**
- 4. Under ACCOUNT click the drop down and select CREATE A NEW ACCOUNT**
- 5. Give the account a name under the heading ACCOUNT NAME**
 - **i.e. AAUW Fort Atkinson WI**
- 6. Then put a website name under WEBSITE NAME**
 - **i.e. If homepage put, Homepage**
- 7. Paste URL under WEBSITE URL**
- 8. Set INDUSTRY CATEGORY to what fits best with your page**
- 9. Then change REPORTING TIME ZONE to the appropriate Time Zone**
- 10. Scroll down and click the blue button that says GET TRACKING ID**
- 11. Copy and paste the tracking ID into an email and send it to Site-Resources, along with the name of your branch**

Accessing Your Branch G Suite Dashboard

- 1. Go to apps.google.com/user/hub**
- 2. Log in with your branch aauw.net account**
- 3. Click on the Google App you wish to use**

Add Events

- 1. Go to calendar.google.com**
- 2. Log into your branch Gmail account**
- 3. Click the red CREATE button in the top left corner of the page**

4. Fill information then click the red SAVE button in the top left corner