2020 SPRING
CUSTOMER SUCCESS REPORT
NONPROFIT CRM SOFTWARE CATEGORY
Nonprofit CRM software is designed to manage the relationship between nonprofit organizations and constituents like members, volunteers, and donors. The solution enables organizations to attract and employ members who can provide financial support or do volunteer work. It can be utilized for outreach, PR, marketing, and fundraising efforts.

Nonprofit CRM software integrates with accounting, payment, grant management, fundraising, marketing, and sales solutions. It provides functionalities to create, track, and manage marketing campaigns. The platform also includes lead management tools to perform marketing activities. Nonprofit CRM applications present online portals for donors and members to register for events, create and handle profiles, and make donations.
The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings. The overall Customer Success ranking is a weighted average based on 3 parts:

**Content Score** is affected by:
1. Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
2. Customer reference rating score
3. Year-over-year change in amount of customer references on FeaturedCustomers platform
4. Total # of profile views on FeaturedCustomers platform
5. Total # of customer reference views on FeaturedCustomers platform

**Market Presence Score** is affected by:
1. Social media followers including LinkedIn, Twitter, & Facebook
2. Vendor momentum based on web traffic and search trends
3. Organic SEO key term rankings
4. Company presence including # of press mentions

**Company Score** is affected by:
1. Total # of employees (based on social media and public resources)
2. Year-over-year change in # of employees over past 12 months
3. Glassdoor ranking
4. Venture capital raised

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**Customer Success Report Award Levels**

**Market Leader**
Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.

**Top Performer**
Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.

**Rising Star**
Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.
2020 Customer Success Awards
Check out this list of the highest rated Nonprofit CRM Software software based on the FeaturedCustomers Customer Success Report.

**Market Leaders**
- blackbaud
- donorperfect
- everyaction
- Kindful
- neon
- salesforce.org
- salsa

**Top Performers**
- aplos
- bloomarang
- CIVICRM
- ClearView
- 9e giveffect
- virtuous

**Rising Stars**
- AdvantageMPP Fundraiser
- AGILO
- keela
- SUMAC
- the data bank
ABOUT SALSA LABS

Salsa Labs is a technology company that provides powerful fundraising, advocacy and marketing software to nonprofit organizations helping them Engage and Change the World. Salsa’s leading supporter engagement suite combines marketing automation, email marketing, online fundraising, and online advocacy, with an award-winning nonprofit CRM for powerful donor and constituent relationship management. The company fuels more than 3,000 organizations and 10,000 nonprofit professionals to deliver on their mission! Salsa Labs has offices in Pittsburgh, PA, Bethesda, MD, and Austin, TX.

81
Customer references from happy Salsa Labs users

VIEW ALL REFERENCES

“By switching to Salsa Engage and Salsa CRM, we’ve been able to fully integrate our P2P Fundraising and our online fundraising with our database. This is a huge time saver. We’ve also been able to take advantage of features like honor/memorial giving and event management that we were unable to do before.”

Debra Norman
Development Associate, Northwood Foundation

“Everything is integrated with Salsa. It’s just what we need to help spread the word, build targeted campaigns and track the performance of our campaigns.”

Diana Onken
Director of Mobilization, Save the Children Action Network

“Salsa has made it easy to find the people who care about particular topics and personalize our communications to them. We’ve grown our supporter base by 6,000 constituents since starting with Salsa in 2016.”

Diego Sanchez
Advocacy Director, PFLAG

“We use Salsa for everything! E-actions, fundraising, sending email blasts, managing our subscribers. It’s a really well-integrated way to interact with our online supporters.”

Alex Dodds
Communications Director, Smart Growth America
2020 MARKET LEADERS

- blackbaud
- dp | donorperfect
- everyaction
- Kindful
- NEON
- salesforce.org
ABOUT BLACKBAUD

Blackbaud is the world’s leading cloud software company powering social good. Serving the entire social good community—nonprofits, foundations, corporations, education institutions, healthcare institutions and individual change agents—Blackbaud connects and empowers organizations to increase their impact through software, services, expertise, and data intelligence. The Blackbaud portfolio is tailored to the unique needs of vertical markets, with solutions for fundraising and CRM, marketing, advocacy, peer-to-peer fundraising, corporate social responsibility, school management, ticketing, grantmaking, financial management, payment processing, and analytics.

“We also needed the seamless integration of data between our website and our database. That was a must. With Blackbaud, we knew without a doubt that we would get that capability. It was essential in order for us to move the organization in the direction we wanted.”

Ed Hohlbein
Annual Fund Manager, AID Atlanta

“With Blackbaud, we’re able to track revenue and expenses, and we’re able to generate the financial reports we need to present to our board of directors, internal managers, and banking institutions. We’re able to satisfy their needs, because the reports are pretty diverse.”

Renee Rose
Accounting Manager, VersAbility Resources

“We’re doing very well so far. We’ve already managed to raise donations into six figures using Blackbaud Enterprise CRM. This is a significant amount of income that we wouldn’t have otherwise had, and can be used to help ensure that we are meeting the aims of the University.”

Karl Newton
Head of Development Operations, University of London

“Adopting Blackbaud CRM throughout the campus has helped us to redefine business processes and work more efficiently than ever before—UGA finished its 2017 fiscal year by setting new fundraising records and continuing four consecutive years of record-breaking fundraising results. Four years after implementing, we have doubled our revenue...”

Derek Clark
Director, University of Georgia

980 Customer references from happy Blackbaud users

VIEW ALL REFERENCES
ABOUT DONORPERFECT

DonorPerfect’s Fundraising Growth Platform empowers you to achieve the goals that are meaningful to your organization. Whether you’re a new nonprofit or an established entity, your DonorPerfect can be personalized to serve your fundraising needs today and expand with you over time as your organization’s challenges and opportunities evolve.

“I would recommend DonorPerfect definitely because it is a comprehensive kind of software that you can use not just to track your donors, but for hard data, interpretive data, and doing all the task work (associated) with being an organization that accepts donations.”

Jana Ulven
Marketing and Administrative Specialist, EOD Warrior Foundation

“I really like the filters- I can create a report that looks exactly how I want it to look and captures just the individuals I want to capture. I love the flags field - I use that to really be able to segment lists when it’s time for solicitations. We tracked how long it took to input gifts, as well as to do thank yous and acknowledgements and realized the system was...

Stephanie Cory
Kendal Crosslands Communities

“I was blown away by how DonorPerfect was working with us in comparison to how some of the other (donor management systems) we looked at that were quoting us tens of thousands of dollars.”

Kristen Myers-Chatman
Nonprofit Consultant, Boys and Girls Clubs of Long Beach

“The software is easy to use and pretty darn intuitive. We’re very happy campers. We’ve been using DonorPerfect for over 7 years and it’s been a godsend. We find it very easy to use, highly flexible, it meets all our needs, and has wonderful, wonderful support. We love the fact that the organization listens to us.”

Greg Pierce
Mennonite Home Communities
ABOUT EVERYACTION

EveryAction has walked in your shoes and gets what you’re doing - their team of experts have held senior digital, fundraising, and organizing roles at nonprofits, and they helped pioneer online fundraising and advocacy. The insights they gained from this experience, combined with a top-notch in-house technology team, has allowed them to build best-in-class tools that have helped thousands of clients both large and small raise billions of dollars, send billions of emails, and recruit millions of new supporters.

“EveryAction provides an unsurpassed 360 degree view across fundraising, digital, volunteer and events management.”

Firefly Partners

“DonorTrends is the most powerful tool we have to carry out a data-informed fundraising strategy. Using the scoring system, we engage with our donors at the right time, with the right message, as well as identifying donors to upgrade to mid-dollar and major levels. The team spends far less time on complicated segmentation and data queries. Using our…

Dalton Fuqua
Director, Membership & Development Planning, Common Cause

“EveryAction is the perfect mix you want in a nonprofit tool; powerful, yet easy to use. It allows us to amplify fundraising, advocacy & engagement in a data-driven way, across our whole network, all in one simple interface.”

National Audubon Society

“This was the first year-end season that The Wilderness Society was using EveryAction, so we were particularly excited to test the use of Highest Previous Contribution (HPC) data. We were thrilled that our testing was successful as it showed that the use of HPC data did increase revenue for TWS’s active donor audience.”

Hannah Leigh
Associate Director of Client Services, Interactive Strategies, The Wilderness Society
ABOUT KINDFUL

Kindful was founded with a simple idea in mind: nonprofits should be able to spend less time focused on the database and more time focused on the mission. With a beautifully designed, intuitive CRM solution that seamlessly works with all your fundraising tools, Kindful helps you stay away from your computer so you can stay in front of your donors. Stop wasting time with clunky databases, manual import-export integrations and confusing analytics. Kindful is your fully integrated online fundraising CRM.

"A great tool for nonprofits looking to have clear, usable donor data! Easy to use for all involved, including volunteers and board members."
Massachusetts Immigrant & Refugee Advocacy Coalition

“I love that we are able to see running totals for campaigns. If I want to see how donations totals for the learning center, I can easily run a report.”
Rosalyn Forbes
Director of Development, Sunday Breakfast Rescue Mission

“Kindful has been highly useful for us for the simple one stop shop for donor relations, whether it’s donations actually logged and calculated in one place or the fact that we now have contact information and histories with all our donors at our fingertips. Being able to track donors where they are and how we’ve communicated with them has been the...
Ethan Armstrong
Development Manager, Pat Tillman Foundation

“It is the best! Easy, intuitive, and exactly what we need.”
Helping Women Period
ABOUT NEONCRM

The trusted all-in-one donation and membership platform for nonprofits. NeonCRM offers our core CRM solution plus websites and powerful tools like dashboards, automation and more. Easily integrate with trusted partners such as QuickBooks, Constant Contact, DonorSearch and MailChimp. Our fully integrated database lets staff and volunteers quickly engage with donors, volunteers, members and your board via built-in email, edit and manage records and create growth campaigns. Webforms, event management, payment processing, automation and more all baked in for prices as low as $50/month.

"It's user-friendly and a great value. It is easy to use. The people that work for NeonCRM are so easy to work with. I have used several other donor products and NeonCRM is the best by far."
Allison
Youth Emergency Services

"We've saved the equivalent of 1/2 a full-time position due to Neon's efficiency, ease of use, and capacity to deliver a front-end website integrated with the CRM."
Helen Osman
Texas Catholic Conference of Bishops

“We needed to find a new system that was easy to administer and that would allow us to track current and new pledges, as well as other donations. We were also in the market for a new website and the fact that Neon offered a package where the website and database were integrated offered a tremendous benefit to us.”
Jennifer LeFevre
Senior Director, Communications & Programs, RMC Foundation

“Neon more than pays for itself in membership renewals. Automatic renewal notices and the ability to manage memberships online is great for our members, and it also frees us up to do other work. In addition, our constituents have appreciated being able to easily make donations and purchase tickets to events through Neon — all of that makes life a…"
Jim Parsons
Director, Preservation Houston
ABOUT SALESFORCE.ORG

Salesforce.org is based on a simple idea: leverage Salesforce’s technology, people and resources to improve communities around the world. Salesforce.org calls this integrated philanthropic approach the 1-1-1 model. Since 1999, Salesforce technology has powered more than 29,000 nonprofit and education institutions; Salesforce and its philanthropic entities have provided more than $128 million in grants; and Salesforce employees have logged more than 1.6 million volunteer hours throughout the world.

743
Customer references from happy Salesforce.org users

"We’re able to see dynamic information about how we charter fundraising from quarter to quarter and year to year. Now we can identify the most effective strategies for bringing on new donors."

Jennifer Wilder
Director of Development, Blue Star Families

"Clean data is good data and our team focuses on developing a 360 degree view of every donor to raise more funds so ultimately we can continue to run our programs. Not having fundraisers ask me about duplicate records multiple times a day to ensure they have correct donor information has taken a huge load off my shoulders."

Heidi Meireles
Director of Philanthropy Operations, Epilepsy Foundation

"Since implementing the Nonprofit Success Pack, the time in which a client submits an intake form to a Scout meeting with the individual for the first time has been reduced from an average of 48 hours to two hours due to the power of workflow automation and case assignment rules."

Kylee Durant
VP of Transition Technology & Innovation Programs, USO

"Whether we’re sending you a text to remind you you’re volunteering tomorrow or we’re sending you a thank you note in your email, Salesforce is the connector. It’s also the aggregator of impact. The way you can tell your story with data, the way you can share that with a volunteer or a donor or a client, transforms your impact."

Maureen Sedonaen
Chief Executive Officer, Habitat for Humanity Greater San Francisco
TOP PERFORMERS
2020 TOP PERFORMERS

Aplos
Bloomerang
CiviCRM
ClearView CRM
GivEffect
Virtuous
ABOUT APLOS

Aplos Software specializes in web-based software that makes it simple to manage nonprofits. Named “an excellent choice for nonprofits” by CPA Practice Advisor, Aplos aims to make its software simple and intuitive, while maintaining excellence in accuracy, affordability, security, and online accessibility. The Aplos suite of nonprofit software includes Aplos Accounting, a fund accounting software; Aplos Donor Management, a donor management software; Aplos e-File, a tax-prep and submission software; and Aplos Oversight, a management software for accountants or administrators to easily oversee the finances of multiple nonprofits or churches.

"Aplos has allowed a small non-profit organization like us to find a tool that was very easy to set up, customize and use for our purposes. It really fit our needs well. It provides great printouts of the information that we need to share with board members or state regulatory agencies."

Pamela Upgren
President, Providence Ranch Ministries

"We were going to have to easily spend $1,500 to use Quickbooks but only needed 10% of what it was offering, so we kept looking and found Aplos. Aplos is simple to use and has great customer service response. It is also affordable and addresses the needs of small nonprofits. I also like that it is web-based and automatically backs up our data."

Bonnie Redfern
New Path Center

"As a cloud-based product, Aplos offers unparalleled access to the product from anywhere, making it a terrific choice for nonprofits with multiple offices, or those that have employees working from home."

Mary Girsh-Bock
CPA Practice Advisor

"This application is the best there is for simple, accurate, easy-to-use fund accounting. It has a very powerful feature set, yet it is simple to use. I cannot imagine what we would be doing as an organization without this. This application does everything you need it to do and then some. The customer service is the best I have ever seen or experienced."

Steve Robertson
Lead Pastor, Christian Life International Church
TRUSTED BY

ABOUT BLOOMERANG

Bloomerang helps nonprofit organizations to reach, engage and retain the advocates they depend on to achieve their vision for a better world. Their cloud based donor management software is rooted in principles of philanthropy, simple to use and focused on empowering your team to achieve remarkable results through enhanced donor loyalty. Bloomerang is designed to deliver maximum results, maximum utilization by your team and maximum flexibility with no need for additional technology spending on your part. Plugging in the latest technologies and delivering them with a clean, modern interface and with the added benefit of donor retention insights, their system is your “go-to” for better fundraising.

220
Customer references from happy Bloomerang users

VIEW ALL REFERENCES

“We use Bloomerang to track our donations, run letters, keep membership records, entering in attendances, running reports, and generating letters. The conversion from our old database was made simple because they came to our office to help and walked us through everything. After they left they were readily available via phone, chat or email and were..." 
Taylor Jacoby
Operations Manager, Kiwanis Club of Indianapolis

“I would recommend Bloomerang to any small institution that has limited personnel and is looking to receive value for their investment. We eliminated a huge expense since we are so small. We also made it possible for anyone to pick up the database and use it since the training was very accessible. Training is available without huge dollars. Information...”
Phil Beavers
VP of Institutional Advancement, Great Lakes Christian College

“We use Bloomerang for a variety of things: e-newsletters, email reminders, printing thank you notes, keeping track of donors, event planning, and online donations. It has completely changed how we conduct ourselves.”
Joe Kunkel
Executive Director, Neighbor to Neighbor

“I have really appreciated being able to track grants through the notes system. I can easily pull a report and check my tasks to know exactly where I am with every foundation.”
Wendy Firestone
Fund Development Director, Big Brothers Big Sisters of Northern Nevada
ABOUT CIVICRM

CiviCRM helps organizations grow and sustain strong relationships over time. CiviCRM is a free, libre and open source web-based platform that helps organizations realize their missions through fundraising, events management, mass-mail marketing, peer-to-peer campaigns and more via one unified solution.

"It’s easier to track contacts and know their history, which events they attended, what is happening with their membership, which service they bought and how much they paid. This has resulted in more loyalty with our members. We have increased attendance at our events since it’s easier to sign up online. We’re also more organized as a staff and…"

Julie Riotte
Director, French-Mexican Chamber of Commerce

"The synchronization of our Constant Contact mailing lists with the CRM helps us save a lot of administrative time. There’s no more double data entry and we are sure that recent contacts will always be included in our communications. Before CiviCRM, we had to promote and track our events using several different tools. Now we can do it all in one place…"

Sherman Hansen
Business Specialist, emPower Central Coast

"With CiviCRM we manage our Donors Database much more effectively. We can send massive mailings, invite donors to our events and charge monthly contributions from our donor’s credit cards."

Juan Marcos de Vera
Fundraising, Fundación Instituto Leloir

"Our new CiviCRM has made an enormous difference to every aspect of our business. Our staff can quickly and efficiently locate member records, run reports, enable prompt payments and ensure member details are up to date. It has dramatically streamlined our administrative processes, allowing us to spend more time helping our members."

Brianna Casey
Chief Executive Officer, Australian Childcare Alliance
ClearView CRM offers donor-relationship management, online marketing and operational tools; business intelligence and reporting; and professional services to help nonprofits of all types deepen donor relationships, manage fundraising activities and make informed decisions. Many nonprofit organizations have long relied on SofTrek's expertise, products, services and support. Clients include Canine Companions, Catholic Relief Services, Cystic Fibrosis Foundation, Dana-Farber Cancer Institute, Lincoln Center for the Performing Arts, The Navigators, and The Trust for Public Land.

"Dana-Farber has used [ClearView CRM] since 2001 and continues to find that it meets our needs for a powerful, stable and full featured fundraising application. Our Development staff of 150+ rely on various modules and reports to track and plan fundraising activities on a daily basis. It is a vital tool in the efforts to raise substantial funds in support of the…"
Mary C. Meadows
AVP, Development Information Systems, Dana-Farber Cancer Institute

"Using the amazing functionality, ClearView delivers a webified donor maintenance system that both the highly functional IT professional and the casual executive can utilize with ease."
Marc Aragundi
The Navigators

"[ClearView CRM] is a powerful fundraising system that allows an organization to analyze its donors more deeply. The amount of information you can store on donors helps an organization make wiser decisions on soliciting contributions from them."
Nancie Fletcher
Director, Catholic Relief Services

"Hadassah has customized [ClearView CRM] extensively to meet our unique business needs. In addition, we’ve converted four databases into one donor database. We now have our member and donor information in one location along with our custom modules. Our membership and fundraising departments are better able to view a member or donor’s complete…"
Lynn Blackwell
Director of IT Applications, Hadassah
ABOUT GIVEFFECT
Giveffect is the leading nonprofit software. The #1 all-in-one Fundraising, Online Donations, Volunteering, Email, Accounting, Donor Management & Database software for Nonprofits. Their software helps existing nonprofit partners increase their fundraising revenue by 50% and save 30 hours a month on manual data entry. The benefit of the bundling isn’t simply that their software is far more affordable.

"The greatest thing about Giveffect is that everything is in one system. When we were considering which systems to use, the four key things we were looking for was a volunteer database, relationship database, online giving system and registration forms."

Klassie Alcine
Director of Community Engagement, Goodwill Western Missouri & Eastern Kansas

"For many months I had been looking for a complete software solution for our charity. Previously we were using multiple platforms and companies for our needs. It was complex and expensive. Giveffect was exactly what we were looking for. Their software takes care of our fundraising, donor management, event management, and volunteers all under a single..."

Paul Latour
Executive Director, HeroWork

"Giveffect has made a huge difference in the way that we fundraise. Setting up a campaign page is super simple, and has made purchasing tickets to our events so easy for our donors. The support from Giveffect is also awesome! Tech support always gets back to you quickly, and will work through a problem with you until you’ve figured it out. We love Giveffect!"

Amanda MacIntosh
Communications & Fundraising, Habitat for Humanity West Hawaii

"From the demo, to the support we received in transferring over our systems and data, to answering questions as they came up, Giveffect’s staff has been amazing. As a small non-profit with limited capacity, Giveffect has transformed how we reach our most important audience: our donors. With email integration, a comprehensive CRM and helpful videos..."

Yaish Shastry
Executive Director, Sunflower County Freedom Project
ABOUT VIRTUOUS

Virtuous is the new generosity platform helping charities raise more money and create more good. They believe that charitable giving is about personal connections, not sales transactions. Generosity is driven by their passions and relationships and givers want to feel like they are part of a movement bigger than themselves. Virtuous to help charities create personal connections with givers by truly understanding what makes each giver tick. Their software analyzes data inside and outside of your organization - and then bubbles up the BEST ways for you to build a lasting relationship with your givers.

23
Customer references from happy Virtuous users

"We really appreciated that Virtuous was willing to work with and integrate with other systems. Virtuous isn't an email marketing tool or peer-to-peer fundraising tool, but instead focuses on being a great CRM and integrating with others. We felt... [other CRMs]... tried to provide a multitude of services under one platform and could only do so by providing..."
Jeanne Honsaker
Vice President of Advancement, The Exodus Road

"Adding Virtuous was like adding 10 staff members to our team! The first week I used automation to personalize emails to prospects I picked up a new major donor. I've loved this CRM since day one!"
Daphne Keys
Global Hope Network International

"Virtuous is the perfect tool to manage my day. At a glance, I can quickly see how I've connected with our partners in the past, what they're passionate about and start conversations that will have a lasting impact on our communities."
Terrilynn Miller
Director, CityServe AZ

"Automation is a total game-changer. To be able to set volunteers on an automated track is really something special that not a lot of CRMs have."
Amanda Montalongo-Fisher
UMOM New Day Centers
RISING STARS
2020 RISING STARS

Advantage NFP Fundraiser

AGILON

Keela

SUMAC

The Data Bank

TECHNOLOGY FOR CHANGE
ABOUT ADVANTAGENFP FUNDRAISER

AdvantageNFP Fundraiser is a complete CRM fundraising and membership charity database software designed for not for profit organizations. It is an extremely powerful and comprehensive charity database software, with an easy-to-use interface. AdvantageNFP Fundraiser is a comprehensive, high quality, and competitively priced charity database software, offering exceptional value for money.

“"In the future I see SMS Text Messaging becoming a key communication tool for St. Clare’s Hospice. Not only is it a cost-effective way of contacting supporters in terms of postage but it reduces staff time considerably and using AdvantageNFP Fundraiser to do this is incredibly easy. Sending reminders pre-event should also improve the..."

Marie Watson
Fundraising Manager, St. Clare’s Hospice

“"It is so exciting we have reached this great milestone in our history as a College and we are delighted we had this database to help us organise all the details of the events covering our anniversary.”"

Jackie Glenn
External Communications Officer, Wymondham College

“"Having a central database to manage all that the organisation does means the future will allow more space for us to explore other territories such as New Media and online giving. We are really looking forward to innovative future fundraising and development activities, and having Redbourn Business Systems as a supplier to help us with all that is..."

Geoff Sweeney
Development Director, Birmingham Royal Ballet

“"Yes, it was a very easy process and the moment when your file comes back with the information that you have a cluster of “secret millionaires” amongst your supporters is very exciting!”"

Jess Winchester
bibic
ABOUT AGILON

Agilon provides Donor Management CRM to help nonprofits manage their fundraising and communications. The full system includes Event Management, Scholarships, Memberships, Online Community and Email Delivery. More than just donor database software, they give you the tools to get there and coach you along the way. Agilon’s One is offered as both an installed solution (on your internal network) and as a hosted solution.

“Agilon’s ONE provides a comprehensive suite of tools for your organization’s fundraising needs. Customer support exceeds anything I have ever gotten from another software vendor, whether it is for installation, configuration, customization, even integration with other software.”

Dale Withroder
Database Technology Administrator, Kansas State University

“It is an easy software to accurately record and track giving and donor data. There are modules available for most users regardless of the size of the organization.”

Forrest Pickett
Director of Development, Oklahoma Baptist University

“I was able to pull all attendees’ records, including email addresses and phone numbers, and communicate with them about the cancellation—all from home, so I didn’t have to go out and face the elements. It’s a great tool!”

Darlene Gilligan
Secretary of the Annual Fund, Xavier University

“The software has allowed us to track gift details (which was very limited prior to our use of this product and Ascend.) We have also found the prospects module useful in tracking donor contacts and plans. The virtual directory is also a great place to store policy/procedural documents so all users have a centralized location for these documents.”

Veronica Almanza
Advancement Services Liaison, American Quarter Horse Foundation
ABOUT KEELA

Keela is an impact technology company committed to building specialized solutions for the nonprofit sector. They believe that productive tools should be accessible and affordable, especially for those working for the greater good.

"It is so easy to use! From the project management to running fundraising campaigns and eBlasts we have been able to do things with little to no learning curve. Customer Support is top notch!"

Kymberly Prouty
Executive Assistant, Bay Area Housing Corporation

"It allows us to manage all our stakeholders in one place! Including donors, volunteers, e-news subscribers and event participants. And the customer service is THE BEST I’ve ever experienced."

Annastasia Forst
Managing Director, Writers’ Exchange

"The contacts database is great - it’s easy to use, searchable, updates donations automatically, allows the team to stay up to date on who is assigned to the individual and events involving the individual."

Angela Rosenberg
President, Angari Foundation

"Keela provides easy classification tools to group our donors. It even lets us analyze and compartmentalize data as we choose. We LOVE the donation tracking and integration capabilities."

Javier Castro
Operations Manager, Patton Veterans Project
ABOUT SUMAC

Sumac is a powerful, customizable software designed specifically for nonprofits. It offers a complete solution for Donor Management, Fundraising, Case Management, Membership Management, and Volunteers. Choose the Add-ons you need to create a solution tailored for your needs. Sumac also offers a Custom Add-on that we will build to track data unique to your organization. Sumac licenses start at $45/month and include free support and upgrades.

"Sumac software is logical, easy to navigate and efficient. The program greatly facilitates managing our member database, communications, donations and comparative reports. Peter Turk and his associates are responsive, eager to help and always searching for input to upgrade their product. We are very glad to be using the program!"

Katherine Carleton
Executive Director, Orchestras Canada

"As a mid-sized charity, Sumac is the perfect CRM that covers all of our organization's needs. It allows for us to track activities for our many donors across the country and pull lists for our various communications initiatives, all while being extremely easy to use. There is a reason we have used Sumac for over 10 years; it's that good."

Dan McKinnon
Manager of Marketing and Communications, National Youth Orchestra

"We switched to Sumac so we could have a single place to store and update all data, so we could easily print labels and segment contacts for more targeted mailings, and eventually e-blasts too."

Stephanie Anne D'Amico
Administrative Director, Loop Gallery

"Thanks to Sumac, we are finally getting some control over our database. The program is easy to use and incredibly helpful in organizing contacts, communications and fundraising initiatives. The staff at Sumac are wonderfully patient and supportive. Three cheers for Sumac!"

Kim Beatty
Founder, Children's Book Bank

118
Customer references from happy Sumac users

VIEW ALL REFERENCES
ABOUT THE DATABANK

thedatabank, gbc is on a mission to provide technology and expertise to make the world safe, sustainable and just. They do this by building custom all-in-one software for nonprofits and other organizations they believe in. They’re with you every step of the way as you build capacity and make the world a better place.

“We're pleased with what we can do quickly, and with what we can put more time into, such as customizing emails that give us a better image to portray to the customer or member.”
Bob Utke
Executive Assistant, Minnesota Association of Colleges for Teacher Education

“The Databank is a very user friendly and affordable database system. Their support team is very responsive and helpful and resolves issues in a very timely manner. We used an Excel spreadsheet previous to The Databank and our fundraising efforts have benefited greatly from the reports that we can generate and information that we can track.”
Erin Aldrich
Administrative Coordinator, Family Tree Clinic

“With other database systems, they present you with a one size fits all program with no customization options. With the Databank we are able to add, remove, customize, etc. It grows with you.”
Rebecca Hall
Project Assistant, Tennessee Immigrant & Refugee Rights Coalition

“One of the things I love the most about thedatabank is that the online database and the offline database are one. I just can't fathom why anyone accepts having to download from off-line to on-line for an eBlast, and then back to the off-line to update it.”
Ken Scott
Director of Marketing & Fundraising, WDCB Public Radio

Customer references from happy thedatabank users

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