

Nonprofit CRM Software Category



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. Managers leverage nonprofit CRM to monitor the effectiveness of their marketing campaigns and to estimate the performance of their members in activities such as fundraising, event management, etc.

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.



Customer Success Report Ranking Methodology

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

- Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- Customer reference rating score
- Year-over-year change in amount of customer references on FeaturedCustomers platform
- Total # of profile views on FeaturedCustomers platform
- Total # of customer reference views on FeaturedCustomers platform

MARKET PRESENCE SCORE

- Social media followers including LinkedIn, Twitter, & Facebook
- Vendor momentum based on web traffic and search trends
- Organic SEO key term rankings
- Company presence including # of press mentions

COMPANY SCORE

- Total # of employees (based on social media and public resources)
- Year-over-year change in # of employees over past 12 months
- Glassdoor ranking
- Venture capital raised

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.



2021 Customer Success Awards

Check out this list of the highest rated Nonprofit CRM Software based on the FeaturedCustomers Customer Success Report.



MARKET LEADERS

blackbaud®

dp | donorperfect

everyaction

Kindful

NEON ONE

salesforce.org

salsa



TOP PERFORMERS

GILON

aplos®

bloomerang

CiviCRM®

ClearView CRM

giveeffect

virtuous



RISING STARS

Advantage NFP Fundraiser

keela

SUMAC

the data bank
TECHNOLOGY FOR CHANGE™

* Companies listed in alphabetical order

2021



SPRING 2021

Nonprofit CRM
Software Category

MARKET LEADERS



1029

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT BLACKBAUD

blackbaud®

Blackbaud is the world's leading cloud software company powering social good. Leading uniquely at the intersection of technology and social good, Blackbaud provides cloud software, services, expertise and data intelligence that empower and connect people to drive impact for social good. Blackbaud offers comprehensive, purpose-built solutions for fundraising and relationship management, marketing and engagement, financial management, payment services, social responsibility, education management, church management, grant and award management and analytics.

Featured Testimonials

“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 from our preceding eight-year average. The results speak for themselves.”

 DEREK CLARK
DIRECTOR, UNIVERSITY OF GEORGIA

“Through Blackbaud, we were able to better segment our audience, target our messages and track our results in real-time. That made our jobs easier.”

 DEBBIE SCHNEIDEMAN
ASSISTANT DIRECTOR, ONLINE MARKETING PROGRAMS, WILDLIFE CONSERVATION SOCIETY

“It's so user-friendly, and 'instant message' support is so convenient - the chat feature makes it so easy to contact the support team when we need to.”

 JANET HIATT
VICE PRESIDENT OF DEVELOPMENT, SCHOOL ON WHEELS

“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

TRUSTED BY





109

Total Customer References

VIEW ALL REFERENCES

ABOUT DONORPERFECT



DonorPerfect fundraising software gives you all the tools you need to engage, inspire, and retain your donors. Designed to help your organization grow, DonorPerfect's core donor management system and growth tracks support fundraising and donor management initiatives like online fundraising, donor engagement, fundraising events, donor retention, and more. From online giving solutions with integrated payment processing to email and mobile marketing tools to highly customizable reporting, DonorPerfect empowers your team to work better together on a single platform, learn what makes your donors move, and most importantly, cultivate the relationships that will make your mission a reality.

Featured Testimonials

“ Sponsorships, as well as other types of donations, can be set up easily on our website using DonorPerfect Online Forms, which integrate wonderfully with DonorPerfect. It's really nice to have this 'set it and forget it' functionality as far as monthly donations are concerned. Many of our sponsors and other donors readily go for this convenient and secure option—obviously! ”



SUSAN LAM
DIRECTOR OF SPONSORSHIP, LIVING HOPE INTERNATIONAL

“ Agile Ticketing is seamlessly integrated through DonorPerfect, so we're able to capture all of our patrons, members and donors through Agile directly into DonorPerfect. The benefit of having this integration is it's a time-saver. We don't have to manually input any of our donor information. We're able to keep track of everything seamlessly and without error. ”



BROOKE BERNARD
DEVELOPMENT DIRECTOR, THE BELCOURT THEATRE

“ The system is very easy to utilize, and as a new user, it's very easy to become an expert very quickly because it's very user friendly. You have great demos online, and the webinars are very informative. I would definitely recommend DonorPerfect. It's the most comprehensive customer relations management system out there for nonprofits. You will be able to get that 360 view so you're able to understand who your donors are, what their passions are, and then relate your mission to their passion, which we know will deepen engagement and raise your gifts. It will also help your organization grow its network of supporters. ”



LISA SOBEL BURLOUGH
ENGAGEMENT SPECIALIST, JEWISH FAMILY AND CAREER SERVICES

“ I love the simplicity of DonorPerfect on my end as a user. I have worked with other programs, and DonorPerfect has, by far, been the easiest to learn and to integrate. But more than that, I love the people who work for SofterWare (developers of DonorPerfect). I feel like I know the people on the team. ”



ALYSSA ACOSTA
COLORADO OPEN LANDS

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39

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT EVERYACTION



EveryAction provides best-in-class SaaS solutions to nonprofit organizations, offering the only end-to-end modern platform spanning the fundraising, digital, and organizing needs of nonprofits. Built and supported by nonprofit experts, EveryAction enables nonprofits of all sizes to increase efficiency and optimize interactions with supporters and prospects across channels in order to raise more money and maximize impact. Headquartered in Washington, D.C., with offices in Boston and New York, EveryAction is proud to provide game-changing technology to the organizations powering today's most important causes, from Audubon and NAACP to local service and advocacy organizations.

Featured Testimonials

“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

“If you're going to try a multichannel approach, it's so important to have instantaneous and accurate data shared between channels so that the whole thing works cleanly together. EveryAction allowed us to do that.”

 ZACH TOMANELLI
COMMUNICATIONS AND ENGAGEMENT DIRECTOR, VERMONT PUBLIC INTEREST RESEARCH GROUP

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

 FIREFLY PARTNERS

“We invested in EveryAction as a tool for individuals to be able to support the work really easily, and with this expanded base we now have that actual potential to manage the budget of a multi-million-dollar organization, just from the individuals who are giving money to us that's the kind of power and the kind of work that we want to move towards.”

 KANDACE MONTGOMERY
CO-EXECUTIVE DIRECTOR, BLACK VISIONS

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59

Total Customer References

[VIEW ALL REFERENCES](#)

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.

Featured Testimonials

“Kindful is great because it gives you the data you need quickly and it’s right at your fingertips. The more we’ve learned about the tools within Kindful the more it has helped us improve every fundraising campaign we do.”



JARED DELONG
MARKETING MANAGER, BOTH HANDS FOUNDATION

“Kindful serves as the brain of our operation. You should absolutely choose Kindful. It is easily the most user-friendly and powerful tool our organization has to use.”



ALISON HUNTER
HABITAT FOR HUMANITY OF THE SAN JUANS

“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

“An excellent donor management and fundraising app. Easy to use, beautifully designed, and constantly improving.”



AFRICAN LEADERSHIP

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55

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT NEON ONE



Neon One was founded with the mission of becoming the most comprehensive and authentic end-to-end technology ecosystem dedicated to empowering mission-driven organizations. They pioneer solutions for fundraising, community building, and program operations that power the future of philanthropy. The team has worked with more than 40,000 nonprofits over the last several decades — bringing an unparalleled level of industry knowledge and expertise to clients.

Featured Testimonials

“Neon One provides customizable solutions and shows a constant willingness to work with us, grow with us, and add things to the platform that we need. The personal dedication and care have always been their biggest selling point.”



CAMILLE ROCHESTER
WASHINGTON GIVES CAMPAIGN MANAGER, 501 COMMONS

“Neon One saves so much time! It's easy to track information and see what is happening in our school. We used it for tracking donor registration for an event, and it was much less manual work.”



NAOMI SHAPIRO
DIRECTOR OF INSTITUTIONAL ADVANCEMENT, CHICAGO JEWISH DAY SCHOOL

“With Neon One, we were able to monitor campaigns and use the statistics to validate the effectiveness of programs. The executive reports allow us to see the income and effectiveness over time, which prior to Neon One we had to rely on observation and gut.”



LINDA SUE MARTIN
TECHNOLOGY DIRECTOR, CANVASBACK MISSIONS

“Everyone I dealt with at Neon One was a rockstar. Everyone has such a passion, the people have been so great to work with, and the product is always improving.”



JOHN KING
BOARD CHAIR, WYOMING EQUALITY

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814
Total Customer References

[VIEW ALL REFERENCES](#)

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.

Featured Testimonials

“With Salesforce CRM, we have visibility into the effectiveness of our client programs and the ability to set and track metric-based benchmarks for client progress.”

 BOB BENNETT
CEO, FELTON INSTITUTE

“We use Salesforce for all aspects of our business. It touches everything we do from engagement to volunteering to product collection and management and donation processing. You can create these highly individualized tracks for people to follow through the organization so that they can go from being a volunteer to product and financial donor and maybe a board or committee member, too. We can then scale this process as we go national.”

 ZACHERY TAPP
IT MANAGER/SALESFORCE CRM SYSTEM ADMINISTRATOR, CRADLES TO CRAYONS

“With Salesforce, we can enable schools and volunteers to connect securely, online, and for free, making the most of our resources and inspiring more children. It's really rewarding to see what a difference CRM has made to our organisation, being able to demonstrate the impact of volunteering to our supporters and stakeholders is key – and there's still a lot more that we want to achieve.”

 ALASDAIR SMITH
EDUCATION AND EMPLOYERS' SALESFORCE CRM MANAGER, EDUCATION AND EMPLOYERS CHARITY

“The Nonprofit Success Pack provides the flexibility of the Salesforce platform to customize it to meet any nonprofit's needs while providing a solid framework to handle standard nonprofit business processes. The conscious flexibility and extensibility is the perfect foundation for a truly connected nonprofit.”

 ADAM KRAMER
NPSP PRACTICE LEAD/SR. PROJECT MANAGER, KELL PARTNERS

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87

Total Customer References

[VIEW ALL REFERENCES](#)

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.

Featured Testimonials

“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

“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

“The Salsa staff was always able to be contacted and help with meeting our needs. One major need came during the holidays when we had to clean and update our database for mailing. Salsa's staff helped us create queries to identify and update contacts that helped us keep the integrity of the mailing pieces and respect of our donors.”



TAMARA STICKLEY
DEVELOPMENT ASSOCIATE, HOFFMANN HOSPICE

“Once we had the tools to do what we wanted, it was easy to setup. You really have to give your potential donors an understanding of how to engage with your campaign and that's another thing we like about Salsa - the ability to populate all the messaging that will be shared in the event.”



MIKE WEINER
CHIEF INFORMATION OFFICER, THE CURE STARTS NOW

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2021



SPRING 2021
Nonprofit CRM
Software Category

TOP PERFORMERS



19

Total Customer References

VIEW ALL REFERENCES

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.

Featured Testimonials

“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

“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

“The Agilon Team is a valued resource for Cleveland Clinic's fundraising operations! They are fantastic collaborators and have been with us every step of the way - from our legacy system, guiding us through our database conversion to ONE, and now always fine tuning processes and exploring new ideas and concepts with us! In the midst of our centennial fundraising campaign, Cleveland Clinic's The Power of EveryONE, Agilon has always been such an amazing partner. Thank you for all you do for Cleveland Clinic!”



VICTORIA NEWMAN
DIRECTOR, GIFT ACCOUNTING AND ANALYSIS, CLEVELAND CLINIC PHILANTHROPY INSTITUTE

“I am more satisfied with the ONE support staff than any of the other tech support staff I interface with as an IT worker. The whole support staff has been very responsive and dedicated to actually resolving our issues instead of playing the blame game like many other firms I've dealt with.”



ANDY HILL
ASSISTANT DATABASE ADMINISTRATOR, MURRAY STATE UNIVERSITY

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37

Total Customer References

VIEW ALL REFERENCES

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.

Featured Testimonials

“Aplos is easy to understand and blends well with our nonprofit needs. It is easy to teach others on and they have great support. I strongly recommend you look into this product. It's tailor made for CBOs who need a simple, yet functional, software to take care of its internal office needs.”



ARTIE PADILLA
EXECUTIVE DIRECTOR, EVERY NEIGHBORHOOD PARTNERSHIP

“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. The product and the service have exceeded our expectations and I highly recommend Aplos Software without reservations.”



STEVE ROBERTSON
LEAD PASTOR, CHRISTIAN LIFE INTERNATIONAL CHURCH

“It's much more cost-effective from a labor standpoint. Aplos is browser-based, so we can look at it from home. It's very intuitive and easy to use. We don't need a whole work manual to get through it. Very friendly overall.”



DIANA COBB
CHURCH ADMINISTRATOR, CALVARY CHAPEL

“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

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228

Total Customer References

VIEW ALL REFERENCES

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.

Featured Testimonials

"Bloomerang is user friendly and we all have access to it. It plays nice with accounting systems so there is far less double entry. It is great to be able to generate reports on lapsed donors and follow up with them. Bloomerang is great because it doesn't have all the extra 'stuff' many management systems have- we only want a donor management system and that is what we got. Therefore it is pretty affordable."



SYDNEY ANDREWS
PROGRAM COORDINATOR, AMERICAN FARM BUREAU FOUNDATION FOR AGRICULTURE

"Bloomerang has all the features we want and need for a price point that is doable. Plus, the native dashboard alerts help you focus on donor retention and engagement. You'll spend less time on data management, and more time getting to know your donors."



NICHOLAS DRAGGA
EXECUTIVE DIRECTOR, BALLET LUBBOCK

"We now have a much more user-friendly way to start keeping track of donor engagement. I think the visual representation of how far we are along, as well as the online interface, are two bonuses that the version of membership software we use does not provide. It's super easy to upload batch donations."



ESTHER CHASE
MARKETING & FINANCIAL DEVELOPMENT DIRECTOR, YMCA

"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

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225

Total Customer References

VIEW ALL REFERENCES

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.

Featured Testimonials

“Implementing the CRM (CiviCRM) made an immediate impact on the way we manage our customers, our functions and events. The automated processes have saved us so much time. It has been by far the most valuable software the Chamber has implemented in recent times. We can highly recommend that every business, large and small, put in place some kind of CRM to help communicate what they do in an effective and efficient way, to the most important people in their business, the customer!”



JACQUI WARNOCK
EXECUTIVE ASSISTANT, FREMANTLE CHAMBER OF COMMERCE

“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

“All those automated features in CiviCRM are huge, they make the whole process of tracking donations so much easier and having a database that is functioning well is crucial.”



TORY PEARSON
ANNUAL GIVING AND EVENTS COORDINATOR, MILE HIGH YOUTH CORPS

“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 and, as a result, we are more efficient.”



SHERMAN HANSEN
BUSINESS SPECIALIST, EMPOWER CENTRAL COAST

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18

Total Customer References

VIEW ALL REFERENCES

ABOUT CLEARVIEW CRM



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.

Featured Testimonials

“SofTrek customized ClearView CRM for us, which is a lengthy and complex effort. Client Services and the developers have been great in understanding this. The service from our rep, Arlene, is top-notch. She gets back to me immediately, and issues are cleaned up quickly.”



STEPHANIE MCCRACKEN
NATIONAL DONOR DATABASE SUPERVISOR, CANINE COMPANIONS FOR INDEPENDENCE

“The system has been great for tracking interactions with participants. Being able to see who and when each person was last contacted has been valuable in streamlining interactions.”



MANAGER OF FUNDRAISING DEVELOPMENT
JDRF

“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 Dana-Farber campaign to conquer cancer.”



MARY C. MEADOWS
AVP, DEVELOPMENT INFORMATION SYSTEMS, DANA-FARBER CANCER INSTITUTE

“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 history with the organization.”



LYNN BLACKWELL
DIRECTOR OF IT APPLICATIONS, HADASSAH

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50

Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

ABOUT GIVEFFECT



Giveeffect 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.

“It's been great to experience Giveffect's growth over the past few years. The software is user friendly, versatile, and always improving. The best part of working with Giveffect is the support staff, especially in the help chat. Their willingness to help and their responsiveness to feedback are beyond what you would experience in another CRM. I feel that my input on how I use the software and what I would like to see improved is not only heard, but considered valuable by the Giveffect team when working on updates.”



JOE GALLAGHER
DEVELOPMENT DATABASE ADMINISTRATOR, OPEN HAND

“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

“Giveffect is straightforward and user-friendly. It's easy to get help when we need it. We can quickly open up the chat box and talk to someone. Everything is just really simple, especially when it comes to pulling reports.”



HOLLY BROWN
DIRECTOR OF DEVELOPMENT AND MARKETING, BIG BROTHERS BIG SISTERS HAWAII

“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 umbrella. To boot their customer service is enthusiastic and helpful. My rep, Sharon, feels like a buddy who's got my back!”



PAUL LATOUR
EXECUTIVE DIRECTOR, HEROWORK

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62

Total Customer References

VIEW ALL REFERENCES

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.

Featured Testimonials

“I recommend Virtuous to anyone who's looking to make a switch to a new CRM. It's made a significant difference for us and has allowed us to streamline our donor engagement and communication. It's user-friendly, the support is excellent and it has a lot of capabilities. It's a great CRM!”



LISA LEMKE
DEVELOPMENT DIRECTOR, MORGAN AUTISM CENTER

“We provide accounting services for nonprofit organizations ... For the majority of our clients, their CRM needs changed and their scope increases as they grow. As a Virtuous partner, we can more effectively connect those growing needs to the offerings that Virtuous provides and with a CRM we are comfortable servicing.”



BRIAN STEPHENS
MANAGING DIRECTOR, SOLUTIONS MANAGEMENT, CEDARSTONE

“For me, Virtuous is about simplifying the typical CRM into a useful, efficient, and powerful tool. Add in Virtuous Automation and, in my opinion, you get one the best CRMs at a great value.”



JOHNNY AVOTS-SMITH
DIRECTOR OF DEVELOPMENT& OPERATIONS, LETTERFORM ARCHIVE

“This is the first system that takes a modern approach to tracking and communicating to donors. The system is easy to navigate, use, and learn. Its design is very user-centric. The automation is very robust and has a ton of features.”



PHILIP INLAND
SENIOR MARKETING MANAGER, EVERSIGHT

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2021



SPRING 2021
Nonprofit CRM
Software Category

RISING STARS



10

Total Customer References

[VIEW ALL REFERENCES](#)

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.

Featured Testimonials

“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 very exciting to say the least!”



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

“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 attendance of the fundraising event, therefore increasing the funds raised. Post event thank you text messages can include reminders to send in sponsorship money.”



MARIE WATSON
FUNDRAISING MANAGER, ST. CLARE'S HOSPICE

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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.

26

Total Customer References

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Featured Testimonials

“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

“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

“Keela is really easy to use. It's also really easy to import your data from other systems and the live webinar-based training will help with any queries you may have. It is a great price too for non-profit organizations and it offers the functionality we need.”



ANDI SIMPSON
FUNDRAISING DIRECTOR, FAMILYSMART

“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

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Total Customer References

VIEW ALL REFERENCES

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 \$35/month and include free support and upgrades.

Featured Testimonials

“Sumac is great value for a CRM! Very affordable and robust. As a small non-profit, we really appreciate being able to have a CRM that covers our ticketing, membership and donation needs. Having this all in one place has made us more efficient, productive and professional. Their customer service is very responsive and friendly, and we always know they will help us out if we have any problems. Thanks Sumac!”



MONICA PEARCE
EXECUTIVE DIRECTOR, THE MUSIC GALLERY

“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

“I was very impressed with Sumac's turn-around time on our data conversion. Within a week we had a decade's worth of spreadsheets at our fingertips in a central location. Sumac and its staff have been really supportive and so responsive to our specific needs and even our suggestions for improving the software. I can't imagine having such a hands-on relationship with any other company.”



ROXANNE DUNCAN
PRODUCER, THE THEATRE CENTRE

“Sumac has been a tremendous help in the management of all our organization's contacts, and an essential support tool for fundraising, communications and event administration. The software is easy to use and data can be searched in many ways. Overall, Sumac supports our daily work and is a key element of fulfilling our mission.”



EXECUTIVE DIRECTOR
THE GLENN GOULD FOUNDATION

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Total Customer References

VIEW ALL REFERENCES

ABOUT THEDATABANK



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.

Featured Testimonials

“thedatabank 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 thedatabank 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

“Our databank is probably the most important infrastructure of our organization. We use it to activate, inform, involve, fundraise and track activity of our members. It's key to our success.”



LINDY WALSH
ADMINISTRATIVE DIRECTOR, PARTNERSHIP FOR SAFETY AND JUSTICE

“The best thing about working with thedatabank is how quickly your staff offers a solution to a problem. I know you are frequently voted best MN small business to work at. This is certainly reflected in the helpfulness of your staff. I always recommend thedatabank when I get inquiries about databases. In my long career, I have used four computer systems and this is the best.”



MARILYN BORCHARDT
DEVELOPMENT DIRECTOR, FOOD FIRST

“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

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