

Nonprofit CRM Software Category

SPRING 2023
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. 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 applications present online portals for donors and members to register for events, create and handle profiles, and make donations. They facilitate communication with constituents on channels such as phone, social media, and email. With this solution, you can manage the profile information of constituents and their contributions to fundraising and 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.

2023 Customer Success Awards

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



blackbaud® bloomerang dp donorperfect



* Companies listed in alphabetical order



2023
NONPROFIT
CRM
SOFTWARE

MARKET LEADER



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...

1259

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

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

“Blackbaud has enhanced our fundraising efforts, simplifying our accounting and donor outreach activities and minimizing the time we spend on administrative tasks. And with Blackbaud Merchant Services, we're paying less in fees so most of the money raised is going directly to care for our animals.”

MONICA LEYBA
DONOR SERVICES MANAGER, ARIZONA HUMANE SOCIETY

“We looked at a lot of platforms. You can't use many of them like you can use everydayhero, which allows you to integrate the community with the fundraising. It was the easiest to understand, easiest to use, and it connects our donors to our community!”

NEGAR SOUZA
VOLUNTEER EVENTS COORDINATOR, ALBANY BERKELEY GIRLS SOFTBALL LEAGUE

“With Blackbaud products, you get that 360-degree view of your donors and your donor base and are able to be more responsive to their needs and their desires. That's the value of working with Blackbaud.”

PATRICK PLACZKOWSKI
DIRECTOR OF DEVELOPMENT, VAN ANDEL INSTITUTE



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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,...

273

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“We love Bloomerang because it's so user friendly. I think the dashboards and the ease of use resemble that of an Apple product. I also love that I have access to it on my phone. That was one of my huge, huge pros for Bloomerang. You know, it's always nice if I'm going into a meeting with my board chair or even a donor. I can look on my phone quickly and kind of get a snapshot of what I need. I can also look up pertinent donor information: wife's name, kids names, etc. Overall, the ease of use, the clean look of Bloomerang as well as the easy reporting is a huge benefit to us.”

JEFF O'BRIAN
EXECUTIVE DIRECTOR, FIRST TEE GREATER AKRON

“We send out weekly email updates to our donors, create reports for mailing appeals and newsletters, create and print letters and mailing labels for tax receipts, and file donations to allow us to see the effectiveness of certain appeals. Bloomerang allowed us to at least have the online information entered automatically. We love the fact that it integrates well with our Firespring website.”

LINDA MOORE
ASSISTANT DIRECTOR, SOUTHWEST WILDLIFE
CONSERVATION CENTER

“Bloomerang allows you to create profiles for both donors and sponsors. The software allows you to have a profile with their contact information, their donation history, and their engagement status which is really helpful in maintaining donor/sponsor relations.”

CALGARY FOLK MUSIC FESTIVAL

“Bloomerang incorporates the best practices of fundraising, donor loyalty and constituent engagement into a user-friendly platform that's priced well for small and growing nonprofits.”

CLAIRE AXELRAD
PRINCIPAL, CLAIRIFICATION

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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...

128

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“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...”

LISA SOBEL BURLOUGH
ENGAGEMENT SPECIALIST, JEWISH FAMILY AND CAREER SERVICES

“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 really going to save us a lot of time. I've been very happy with DonorPerfect. I think it's a great solution for nonprofits of all size. You really get...”

STEPHANIE CORY
KENDAL CROSSLANDS COMMUNITIES

“Great software, easy to use and super helpful! My organization has been using DonorPerfect for the past year and couldn't be more pleased. We are still finding new ways we can use the software because of its capabilities. The best part is the support service! They are always so friendly and willing to go the extra mile to make sure you get the report that you need, processing...”

BRYNNE MOORE
LIFE CRISIS CENTER

“DonorPerfect is just easy. It will make life easier. Especially with relationships. Not only the building (of relationships with constituents), but the tracking. Being able to get those letters out immediately, being able to link them to your events. It's just an all-in-one great tool to use.”

SUSAN SAURO
DEVELOPMENT COORDINATOR, ELWYN

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ABOUT EVERYACTION



EveryAction offers best-in-class digital, fundraising, organizing, and advocacy tools on a single, unified CRM. We help nonprofits and national movements to save time on their day-to-day operations so that they can maximize their impact.

64

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“EveryAction is the first donor CRM company I've ever used that felt like partners in the work—partnership of people who really understand not just what the functionality is for, but why it matters. Their focus is on our mission, who we are and what the money we raised is really for, and why people are choosing to give it. Everything we talk about and do together has a shared sense of mission and purpose that I haven't found anywhere else.”

SHARON ANDERSON DAMELIO
SENIOR DIRECTOR OF DEVELOPMENT, WHYHUNGER

“One thing we love so much about EveryAction is the ability to connect our CRM with different mobilization tools. With all of our advocate, volunteer, and donor information in one place, we have the power to target different messages to different people based on their overall history with us, and all of our programs can make a deeper impact.”

BRITTANY LINK
DIRECTOR OF COMMUNICATIONS, EQUALITY FLORIDA

“With EveryAction, we now have a seamless database and technology that integrates with all of our field staff's capability to use it. We used to have just our online organizing and field organizing separate—and now we're getting a seamless connection between those communications and have a more blended form of advocacy because our field staff are able to use EveryAction.”

NATIONAL PARKS CONSERVATION ASSOCIATION

“At the end of the day working on a single platform—like EveryAction—where we can engage in multiple points of advocacy with our audience is invaluable. EveryAction powers our citizen advocates with the tools they need to target their legislatures from direct outreach to personal correspondence. We work to empower the grassroots in that manner and having this all available to use in EveryAction is powerful.”

HEALTHIER COLORADO

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ABOUT FOUNDANT TECHNOLOGIES



Foundant Technologies provides the powerful online Grant Lifecycle Manager (GLM) system for grantmakers, Scholarship Lifecycle Manager (SLM) for scholarship providers, NonprofitCore and GrantHub for nonprofits, and CommunitySuite - a comprehensive financial solution for community foundations. Through easy-to-use software, Foundant has made philanthropy management easier for more than 2,000 philanthropic organizations. Intuitive, yet powerful, platforms - suitable for even the most basic computer user and a company-wide dedication to honest, lasting relationships allows Foundant to guarantee client success with the software. Foundant,...

216

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“We continue to learn how to do our jobs better through Foundant, which is the best part of this investment. It's unique to think you could be a better fundraiser because you have a better tool at your fingertips. We can take technology for granted, but for the first time in my career, a software solution has not only helped me do my job better, it also has not held me back from doing a better job. It's a game-changer. That's what Foundant has been able to do for us and for me personally. It feels like a big win for the foundation's future.”

CHRIS QUAKA
PRESIDENT, BENTON COMMUNITY FOUNDATION

“Our fund holders love having online access to their account 24/7, allowing them to view history, recommend grants, or download statements at their convenience. Retrieving information is easy and fast.”

JENNIFER DOLGE
DIRECTOR OF DONOR SERVICES & COMMUNICATIONS,
COMMUNITY FOUNDATION OF NORTH CENTRAL
WASHINGTON

“For a community foundation, it has all the pieces that we need: the donor side of it, the grant making side of it, the accounting side of it. It just really easily flows together. It's the best system I've seen for community foundations.”

MADDY METZGER-UTT
PRESIDENT AND CEO, COMMUNITY FOUNDATION OF
SNOHOMISH COUNTY

“We chose Foundant because of its ability to streamline our granting process and the intuitive nature of the system. It is user friendly for our grantees as well.”

THE JOSEPH HENRY EDMONDSON FOUNDATION

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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.

65

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“With Neon One’s platform, we saw a 90% increase from last year’s annual appeal. The Neon One team has been great in helping with our donor database and communications. Not every day you can say you look forward to speaking with your CRM host.”

KIERAN JOHNSON
DIRECTOR OF COMMUNITY PARTNERSHIPS,
HUNTINGTON ARTS COUNCIL

“Neon takes so much less time. Before, the ordeal of membership mailings meant we avoided and delayed them. Now emails go out, and it’s night and day.”

DAVID BUSH
ACTING EXECUTIVE DIRECTOR, PRESERVATION
HOUSTON

“Neon CRM is easy to use. The pieces integrate well with each other, there are continuous updates and improvements. The support from the Neon One staff is great.”

SHANNON HODGE
OFFICE MANAGER, COURT APPOINTED SPECIAL
ADVOCATES

“We’ve saved the equivalent of 1 part-time position due to Neon One’s efficiency, ease of use, and capacity to deliver a front-end website integrated with our CRM.”

HELEN OSMAN
TEXAS CATHOLIC CONFERENCE OF BISHOPS

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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.

1104 TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“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

“I have known other CRM systems and there is absolutely nothing that compares. Not only because of the tool itself, but because of the possibilities for customisation and change. For me, that is the key to Salesforce.”

JAVIER TABERNEIRO
DIRECTOR OF MARKETING AND ADMISSIONS,
UNIVERSIDAD PONTIFICIA DE SALAMANCA

“We chose Salesforce because it was very flexible and easy to customize. That was very important to us — to ensure that this became our CRM, and had our language and processes.”

NICK CLAYTON
SENIOR DIRECTOR OF GLOBAL SALES, HARVARD
BUSINESS PUBLISHING

“Seeing our vision for a fully cross-faculty CRM come to fruition is truly exciting. There are so many things we can now do with Salesforce, it's just a matter of deciding what's next.”

BEN TITLEY
CRM BUSINESS ANALYST, LANCASTER UNIVERSITY

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**American
Red Cross**



PARKINSON'S^{UK}
CHANGE ATTITUDES.
FIND A CURE.
JOIN US.



ABOUT SALSA LABS



Salsa is the world's first supporter engagement platform. By unifying online supporter engagement and constituent relationship management software in one integrated toolkit, nonprofit have all the online and offline tools they need to engage communities, raise funds, rally supporters, and change the world. Salsa empowers nonprofits to target and segment rich supporter profiles, connect online and offline with relevant messages, convert supporter interest into action with online forms, and optimize outreach with built-in best...

98

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Starting with a CRM was a little scary to us, but Salsa’s support has been invaluable to our growing team. When I call for help, it’s like they can interpret what’s in my head and instantly provide the guidance we need. That helps us get back to work without missing a beat. Now, we can put a form together in a day, customize it for our audience, and get it up and running quickly.”

KENDRA COPE
PRESIDENT AND FOUNDING DIRECTOR, COASTAL
CONNECTIONS

“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

“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

“We feel like we’re able to do everything we need to do within the software. It’s intuitive, and the technical support is excellent. They answered all our questions and held our hand through the transition from Salsa Classic. CAGV is really pleased with Salsa.”

JONATHAN PERLOE
DIRECTOR OF COMMUNICATIONS, CT AGAINST GUN
VIOLENCE

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2023
NONPROFIT
CRM
SOFTWARE

TOP PERFORMER



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.

19

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“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...”

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

“Of all my dealings with vendor customizations and projects in the past, small or large, this is certainly a record turnaround, and thanks for it! It was so fast, in fact, that we don't quite have our 3rd set of server (Dev) boxes up and running that we had intended to install this newer version to.”

CORY A. STARR
MANAGER DB OPERATIONS & SYSTEM SUPPORT,
ILLINOIS STATE UNIVERSITY

“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...”

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

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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...

42

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“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

“When software like Aplos comes around that makes it easy for nonprofits, and doesn't charge a significant amount of money, it's a breath of fresh air. I think that any charity who has a need for an accounting software or donor relations software should give Aplos a try.”

NPTECHNEWS.COM

“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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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.

228

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“CiviCRM gives us the flexibility to raise money and manage our key relationships in ways that best suit our organization. This fundraising platform is a perfect example of that. We are not tied to any specific methodology or process, which has helped us as we expand and implement new fundraising and donor management tactics.”

JEFF PORTER
FOUNDATION FOR PRADER-WILLI RESEARCH

“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, LELOIR INSTITUTE FOUNDATION

“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

“It's [CiviCRM] easy to use and the communication with donors has been improved. CiviCRM provides a more efficient way of keeping contacts, donations and more data organized than Excel.”

GAIL CARTER
DEVELOPMENT OFFICER, HIGHLAND HOSPITAL FOUNDATION

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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.

60

TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“Since changing to Giveffect (cloud based) from a software based system, we’ve noticed that Giveffect is very intuitive. We don’t need a lot of training to figure out how to use the system. The other nice piece is that they provide step-by-step video tutorials right in the Giveffect dashboard. They also have online chat support, which is really nice. We’ve not even had to use the chat support much at all.”

STEPHANIE SHELTON
CHIEF DEVELOPMENT OFFICER, LIFEDESIGNS

“Giveeffect is a very efficient place to keep all of our donor contact information. Working at a non-profit, we utilize Giveeffect to keep our donations organized, send out upcoming event invites, and manage our website. Giveeffect has a very excellent support team that is always willing to answer questions for us in a very timely manner. Giveeffect has helped our company thrive by keeping all of our important data and contact information secure.”

ANDREA LACEY
PROGRAM DIRECTOR, NO LIMITS FOR DEAF CHILDREN

“We are new clients in the Giveeffect world and from start to finish, have had an amazing experience. Our data migration was seamless, campaigns are easily set up and customer service is literally at your fingertips. We are thrilled with the new system and love the ease and look of our new pages.”

CHERISE DUNCAN
SPECIAL EVENTS MANAGER, BIG BROTHERS BIG SISTERS OF GREATER CINCINNATI

“The greatest thing about Giveeffect 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

TRUSTED BY





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...

102

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

"I think Virtuous is significantly more user-friendly than our previous CRM. It's easy to onboard team members and I find that it's very intuitive for most people. Virtuous allows you to thrive even if you're not a CRM expert."

SHADE PERKINS
GIVING ENGAGEMENT ANALYST, IMB

"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

"I think Virtuous has a great deal to offer: it's cost-effective, it's cloud-based, and the responsiveness of the support team is a huge plus for anyone looking at a CRM."

MADELEINE MARCHATERRE
SENIOR MANAGER OF DEVELOPMENT, CATHOLIC
EXTENSION

"Virtuous has a great deal to offer. It's cost-effective, cloud-based, and the responsiveness of the support team is a huge plus for anyone looking at a CRM."

MADELEINE MARCHATERRE
SENIOR MANAGER OF DEVELOPMENT, DOGS ON
DEPLOYMENT

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2023
NONPROFIT
CRM
SOFTWARE

RISING STAR



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.

10

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“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

“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

“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

“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

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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 SoftTrek'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...

19

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[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“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

“ClearView helps me accurately track and manage my donor data in a user-friendly manner. I love that everything is so easy to manage, and the reports I can create are thorough and detailed. It is very customizable to what we need.”

VOLUNTEER MANAGER
NEW YORK CITY RESCUE MISSION

“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

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ABOUT KEELA



Keela is a cloud-based fundraising CRM designed to help small-to-medium-sized nonprofit organizations manage donors and contacts, receive donations online, and foster deep donor relationships. As a cloud-based solution, Keela gives users the flexibility to manage donors and donations anywhere, anytime, from any internet-enabled device. Keela provides users with an intuitive platform from which to manage volunteers, emails, and remote teams, as well as newsletters, files and donation receipts. The centralized dashboard and inbox give users an instant snapshot of their responsibilities, including tasks, follow-ups, and...

44

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Having Keela as a part of our digital toolkit has been one of the best decisions our organization has made. Simply put, Keela has saved us countless hours and ultimately given us insights into donors that we never thought possible. The recommendations that Keela's AI gives us for when to engage our donors is so helpful and really making a positive impact on our donor relations.”

GLOBAL CONSERVATION CORPS

“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

“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

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

JAVIER CASTRO
OPERATIONS MANAGER, PATTON VETERANS PROJECT



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ABOUT SUMAC CRM



Sumac is the most cost-effective software for managing nonprofit data. It's also the most complete. With over 25 modules to choose from, every nonprofit gets exactly what they need to manage their entire organization!

129

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“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

“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

“When I started my search for a CRM system for our small non-profit organization, my biggest concern was being able to transfer my thoughts from inside of my head into a CRM system that would be able to serve our clients, partners and donors. Right from the beginning, Sumac listened, and was able to make the vision I had come to life.”

SHURNELL JAMES
PRESIDENT, COMMUNITIES REBUILD

“Sumac has given us the tools we need to keep personalized contact with our ticket buyers, donors and community members. It's ability to organize communications and record information has been critical in maintaining the growth of our independent organization.”

ASSOCIATE PRODUCER
COMMON BOOTS THEATRE

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THE
GLENN GOULD
FOUNDATION

THE
THEATRE
CENTRE

Aspergers
Society of Ontario

skyWORKS
CHARITABLE FOUNDATION

seattle
pro musica
a world of choral beauty



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.

46

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“As an organization that is focused on advocacy, we treat each contact in our Databank as a potential advocate for our cause. Anytime someone makes a donation or signs up for an event on our website, that person gets added to our Databank, allowing us to easily keep in touch with them.”

SOO JI MIN
EXECUTIVE DIRECTOR, ILLINOIS CAUCUS FOR
ADOLESCENT HEALTH

“thedatabank's product has greatly enhanced the Council's capacity to serve its stakeholders. I hope this organization will continue to learn new ways to use thedatabank to help it become more productive.”

GRANT ABBOTT
EXECUTIVE DIRECTOR, ST. PAUL AREA COUNCIL OF
CHURCHES

“Highland Friendship Club is grateful to be working with the Databank because whenever there is a problem- big or small- they are right there to help. Our work has never been delayed because the Databank team is so quick to respond!”

ASHLEY SKELLY
HIGHLAND FRIENDSHIP CLUB

“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

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