

2022 EDITION

# TOP 10 FUNDRAISING & DONOR MANAGEMENT SOFTWARE REPORT

Comparison of the Leading Fundraising & Donor  
Management Software Vendors

# Overview of Fundraising & Donor Management Software Solutions

A nonprofit's ability to campaign successfully and advance relationships with donors, volunteers and members directly affects the organization's prosperity and achievements. To execute these activities effectively, NPOs require a tool to organize data that spans contact information, donation history and fundraising details, as well as one with the means to engage with constituents and collect donations. Nonprofits can use fundraising and donor management software to create email and traditional mail campaigns, manage event attendance and track a variety of donation types. Whether your nonprofit is small or large in size, a platform with donor management and fundraising tools will vastly improve contact management and fund tracking, among other important nonprofit-specific tasks.

When browsing nonprofit software, look for solutions that offer a variety of constituent segmentation, tracking and reporting capabilities.

Your chosen solution should provide robust tools to process donations, track transactions and manage constituents and volunteers. Marketing features and multi-channel fundraising add significant functionality to any solution. Additionally, SaaS deployment can reduce time and money spent maintaining IT staff and enable more flexible access.

Review our Top 10 Fundraising and Donor Management report below to compare features and delivery models of the leading solutions.

## Features & Deployment Key



Donation tracking & processing



Multi-channel fundraising



Email marketing



Event management



Mobile accessible



Reporting & analytics



SaaS platform



On-premise platform




















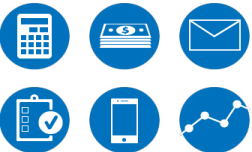
















SaaS and on-premise

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# Top 10 Fundraising & Donor Management Software Comparison

DonorPerfect	Virtuous Software	Neon One's Neon CRM	EveryAction	CharityEngine
				
<b>Ideal for:</b> Nonprofits looking for a platform that will improve donor retention.	<b>Ideal for:</b> Nonprofits that have over \$2mm in funding, as well as fundraisers and marketers.	<b>Ideal for:</b> Nonprofit and social good organizations looking to build constituent relationships & grow impact.	<b>Ideal for:</b> Nonprofits wanting a simple yet robust platform to manage data, donor, and digital programs.	<b>Ideal for:</b> Any-size nonprofit changing the world.
<b>Business size</b> 	<b>Business size</b> 	<b>Business size</b> 	<b>Business size</b> 	<b>Business size</b> 
				
<b>Key Features</b> 	<b>Key Features</b> 	<b>Key Features</b> 	<b>Key Features</b> 	<b>Key Features</b> 
<b>Additional Features</b> <ul style="list-style-type: none"> <li>Seamless integration</li> <li>Integrated web forms for donations and registrations</li> <li>Integrated credit card and bank draft processing tools</li> </ul>	<b>Additional Features</b> <ul style="list-style-type: none"> <li>Marketing automation</li> <li>Predictive analytics</li> <li>Social media scraping</li> <li>CRM</li> </ul>	<b>Additional Features</b> <ul style="list-style-type: none"> <li>Branded donation forms</li> <li>Credit card processing</li> <li>Built-in email, donation appeals and newsletters</li> <li>Automated emails and alerts</li> <li>Custom reports</li> </ul>	<b>Additional Features</b> <ul style="list-style-type: none"> <li>CRM</li> <li>Direct mail and telemarketing</li> <li>Grants and volunteer management</li> <li>Segmentation and automation</li> </ul>	<b>Additional Features</b> <ul style="list-style-type: none"> <li>PCI- Secure payment processing</li> <li>Online forms</li> <li>Monthly gifts and billing</li> <li>Data and workflow management</li> </ul>
<b>Select Customers</b> Mercy Ships, UNICEF, Boys & Girls Clubs of Long Beach	<b>Select Customers</b> One Hope, Habitat for Humanity, Operation Mobilization, Jewish Voice	<b>Select Customers</b> Boys & Girls Club, Kidney Cancer Association, Habitat for Humanity	<b>Select Customers</b> Audubon Society, NAACP, The Education Trust, Feeding Wisconsin	<b>Select Customers</b> Research!America, BrightFocus Foundation, Rainforest Trust
<b>Deployment</b>   	<b>Deployment</b>   	<b>Deployment</b>   	<b>Deployment</b>   	<b>Deployment</b>   

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# Top 10 Fundraising & Donor Management Software Comparison

The Salsa Platform	Blackbaud The Raiser's Edge	Bloomerang	Arreva Exceed Beyond	Charityproud
				
<b>Ideal for:</b> Any size company that wants a platform to capture registrations and manage fees.	<b>Ideal for:</b> Businesses of any size seeking a solution with online marketing functionality included.	<b>Ideal for:</b> Smaller businesses seeking a platform with an open API with QuickBooks compatability.	<b>Ideal for:</b> Providing nonprofits of all sizes with a robust and customizable donor relationship manager.	<b>Ideal for:</b> Small and mid-size nonprofits looking to increase efficiency with consolidated tools.
<b>Business size</b> 	<b>Business size</b> 	<b>Business size</b> 	<b>Business size</b> 	<b>Business size</b> 
				
<b>Key Features</b> 	<b>Key Features</b> 	<b>Key Features</b> 	<b>Key Features</b> 	<b>Key Features</b> 
<b>Additional Features</b> <ul style="list-style-type: none"> <li>• Create unlimited custom donation forms</li> <li>• Set up automatic confirmation and thank-you messages</li> <li>• Segment donor list for message testing</li> </ul>	<b>Additional Features</b> <ul style="list-style-type: none"> <li>• Manage campaigns, funds and appeals</li> <li>• Events and volunteer management available through additional modules</li> </ul>	<b>Additional Features</b> <ul style="list-style-type: none"> <li>• Unlimited users</li> <li>• Engagement meter measures donor activity</li> <li>• Enter and track donations</li> <li>• Comprehensive reporting</li> </ul>	<b>Additional Features</b> <ul style="list-style-type: none"> <li>• Donor and contact management</li> <li>• Membership and pledge management</li> <li>• Grant making and grant seeking tools</li> <li>• QuickBooks interface</li> </ul>	<b>Additional Features</b> <ul style="list-style-type: none"> <li>• Grant management</li> <li>• Volunteer management</li> <li>• Dashboards</li> <li>• Peer-to-peer fundraising</li> <li>• Pledge management</li> </ul>
<b>Select Customers</b> Polaris Project, DC Design House, Earth Day Network	<b>Select Customers</b> Human Rights Campaign, Partners HealthCare System Inc	<b>Select Customers</b> Kiwanis International, Mental Health America of Tippecanoe	<b>Select Customers</b> Ronald McDonald House Charities, Jewish Federations, YWCA	<b>Select Customers</b> Habitat for Humanity, United Way, Junior League, Communities in Schools
<b>Deployment</b>   	<b>Deployment</b>   	<b>Deployment</b>   	<b>Deployment</b>   	<b>Deployment</b>   

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