



LET'S TALK ABOUT TECH

DATABASES AND PLATFORMS TO MANAGE AND
ENGAGE YOUR NETWORK

WHAT'S INSIDE:

- » Introduction: What is this tool?
- » Additional Resources
- » Chart of All Programs and Their Capacities
- » Constituency Management/Engagement
- » Volunteer Management
- » Donor Management

MAY 2020

A NOTE REGARDING COVID-19

At Community Catalyst, we are always thinking of ways to help advocates move their work forward. We developed this resource to be a guide for folks that are looking to bolster their advocacy with a database or digital advocacy platform. While we believe that this resource will be helpful given the new need to employ organizing strategies that comply with social distancing because of the COVID-19 pandemic, we want to disclose that we did not develop this tool with COVID-19 in mind. Many of these platforms may be adjusting to the new burdens of this pandemic and for many of you, taking on an additional piece of software may not be a priority. We hope that this resource can make this process a little bit less intimidating and spark discussions.

INTRODUCTION: WHAT IS THIS TOOL?

Having a member management system that allows you to manage and engage with your constituency can make your advocacy more efficient and effective. Here at Community Catalyst, we've conducted a landscape assessment of some of the systems on the market in 2019 that are marketed towards nonprofits and advocacy organizations, and picked some of the "best" ones to research and review.

In this report, you will find a variety of technology and database management systems that can help you collect and store your data, change your workflow, jumpstart knowledge management, and, ultimately, heighten your impact. Some of the systems presented in this report are all-in-one systems that aim to cover all of your bases: -volunteer management, donor management, and constituency engagement. Some are standalone¹ programs that primarily function as donor databases, while others are meant to help you spread messages quickly or recruit volunteers.

Throughout this guide, you will see us reference the term **customer relationship management (CRM)** often. A CRM² is technology built to manage an organization's contacts, whether those are customers, members, donors, volunteers, or anyone else in your network. CRMs, ideally, allow your organization to track and engage with all of your constituents and constituent data in one system. In contrast to this, for example, there are many standalone products on the market that will allow you to engage and interact with your constituency, but may not be able to store and manage data. Some features that are commonly found in CRMs marketed to advocacy organizations and nonprofits include the ability to:

- Manage and manipulate data;
- Leverage social media tools as well as send out alerts, emails, and online petitions;
- Contact legislators through customizable action alerts; and
- Launch take action, donation, and event sign-up pages

Even if your organization uses a system that is classified as a "unified" CRM, meaning it is marketed as a system that can do everything, there is a chance that this one software will not meet all of your constituent relationship needs.

Integrations are a solution that can allow you to cover as many bases as possible, gaining functionality and features beyond what is included in your original software. For example, you can integrate your main database that stores all of your membership data with other applications that have more specific advocacy tools to increase functionality. You will see us refer to **integration partners**³ when talking about integration capabilities.

LET'S TALK ABOUT TECH

Databases and Platforms to Manage and Engage Your Network



In this guide, we have reviewed and categorized database systems into three main categories based upon features that we perceive will be most helpful to advocacy organizations:

1. Constituency management/engagement;
2. Volunteer management; and
3. Donor management.

We have also assessed all of the databases based on three metrics:

1. Ease of use⁴;
2. Price; and
3. Integration capability

ADDITIONAL RESOURCES

The world of digital organizing is vast and ever changing! Below are some additional places you can look to for more information and reviews on different platforms.

- [Capterra](#): A web service that aims to help businesses find software solutions and features, validated user reviews, and independent research across hundreds of business software categories.
- [ACRONYM](#): A non-profit organization specializing in communications and digital organizing to advance progressive causes. ACRONYM has a digital organizing tools [assessment](#) that you can use to learn more about leading digital platforms.
- [The Commons-Social Change Library](#): An online library of resources and key lessons for progressive movement building. They have entire sections dedicated to digital tools/digital organizing.
- [M+R](#): An organization that specializes in online marketing, PR, and social media to aid non-profits doing movement work. They have a great blog that is full of resources related to digital tools, digital organizing, and digital strategy.

Disclaimer: The information presented in this document is subject to change and was collected by Community Catalyst to be as comprehensive as possible, while acknowledging that we do not endorse any specific product. We hope you can use our landscape assessment to gain a better sense of options, glean an understanding of what types of questions to ask as you approach using such a system, and feel inspired to potentially grow your advocacy management knowledge and resources.

¹Standalone program: A program that has one primary function/feature

² CRM (Customer Relationship Management) that aims to provide one unified platform that will handle constituent engagement and constituent data rather than relying on different programs to serve different needs.

³ Integration Partners: a partnership between different platforms/software solutions that allow them to integrate and share features and functionality

⁴ Note: For the 'ease of use' metric, we have based our assessment on our team's experience with the products. For programs that members of our team do not have extensive experience with, we have based our assessment on reviews found on Capterra: a web service that aims to help businesses find software solutions and features validated user reviews and independent research across hundreds of business software categories. Ratings on Capterra are presented as a number out of 5. Learn more on Capterra: <https://www.capterra.com/>

LET'S TALK ABOUT TECH

Databases and Platforms to Manage and Engage Your Network



CHART OF ALL PROGRAMS AND THEIR CAPACITIES

	VOLUNTEER MANAGEMENT	DONOR MANAGEMENT	CONSTITUENCY ENGAGEMENT
ActBlue			✓
BDS Tools			✓
Better Impact	✓		
Bloomberg		✓	
CiviCRM	✓	✓	✓
DonorPerfect		✓	
eRecruiter/eCoordinator	✓		
ETapestry		✓	
EveryAction	✓	✓	✓
Hustle			✓
Kindful		✓	
Little Green Light		✓	
Nation Builder	✓	✓	✓
NeonCRM	✓	✓	✓
Network for Good		✓	
One Click Politics			✓
Phone2Action			✓
Raiser's Edge NXT	✓	✓	
Salesforce	✓	✓	✓
Salsa	✓	✓	✓
Volgistics	✓		
Volunteer Reporter	✓		
Volunteer for Giftworks	✓		
VoterVoice			✓

CONSTITUENCY MANAGEMENT/ENGAGEMENT

Database systems classified under this heading include ones that allow your organization to interact, engage, and mobilize your constituency. Whether these are donors, volunteers, legislators, or any other category in your network, these products help you reach out and connect to whomever you are trying to engage. Some features these products may offer include social media capability, online petitions, online fundraising forms, and peer-to-peer texting services. While some of the systems classified under this heading are CRM and have the ability to store and manage data, the main purpose of these products is to engage with your organization's constituency for a specific desired outcome.

1 EveryAction

EveryAction is the nonprofit-focused version of the VAN (the Voter Activation Network, which allows political campaigns and political organizations to use state voter files). EveryAction has a wide range of capabilities, and is a good tool for an organization that wants a truly unified CRM to track and manage all constituents in one system. EveryAction includes voter file data, but it can also be used as a CRM for donor management, volunteer management, social media advocacy, and much more. The platform hosts numerous advocacy tools: targeted emails, social media, direct mail, click-to-call, paid phones, canvass management and fundraising tools, online donations, online actions, social network integration, voter contact, and volunteer and event management. Learn more about features here: <https://www.everyaction.com/>

Price:

Call for pricing. Pricing for small nonprofits starts at \$49/month. May be able to get discounts through State Voices tables or similar group.

Ease of Use:

Easy to use interface

Integration Capability:

Marketed as a unified CRM. Has social network integration. EveryAction acquired Actionkit and Blue State Digital tools, two digital advocacy platforms.

2 Blue State Digital (BSD) tools

BSD tools is marketed as a digital CRM and fundraising platform. It integrates constituent databases, email management, online fundraising, content management, social networking and web analytics. Some other features include form building, email, click to call, petitions, and text message integration. BSD tools developed and popularized one-click contributions and multiple step contribution forms and was the digital platform behind both of President Obama's election campaigns. Learn more about features here: <https://www.bluestate.co/>

Price:

Pricing tiers based upon email list size. Starting at \$450/month to store a list of up to 50,000 contacts.

Ease of Use:

Very easy to use

Integration Capability:

Integration partners include Raiser's Edge, Change.org, ActBlue, and Mobile Commons.

3 CiviCRM

CiviCRM is an open source, web-based CRM software that is free to use. It is marketed as a constituent relationship software which means it not only allows organizations to record and manage data but also has features that support a range of interactions. These features include donor management, events, communications, advocacy campaigns, peer-to-peer fundraising, and case management. It does not have the ability to process payments. Due to its open source nature,⁵ it is highly customizable; the right staff person can tailor this program specifically to your needs. Learn more about features here: <https://civicrm.org/>

Price:

Free

Ease of Use:

Easy to use

Integration Capability:

CiviCRM is an open source program that is highly customizable. Integration partners include Mailchimp, Wordpress, Joomla, and Drupa.

LET'S TALK ABOUT TECH

Databases and Platforms to Manage and Engage Your Network



4 Salsa

Salsa CRM is a unified software that offers donor management, digital marketing, online fundraising, and online advocacy capabilities. Salsa CRM can easily integrate with Salsa Engage, an online marketing, fundraising, and advocacy platform. This integration will give you more features such as marketing automation, online fundraising, peer-to-peer fundraising, and online event registration. Additional features include offline donations, mail mergers, rapid gift entry screen, bulk mail barcodes, peer-to-peer campaigns, and click-to-call. Learn more about features here: <https://www.salsalabs.com/>

Price:

SalsaCRM starts at \$249/month, Salsa Engage starts at \$179/month.

Ease of Use:

Fairly easy to use

Integration Capability:

Marketed as a unified CRM. Salsa Engage has a variety of integration partners including Salesforce, QuickBooks, myRollCall, and Facebook ads.

5 Salesforce

Salesforce is a cloud-based CRM. The Nonprofit Success Pack (NPSP) add-on transforms Salesforce CRM into a CRM specifically tailored for nonprofits. It has capabilities including fundraising, donor and constituent management, volunteer management, mobile and social integration. The Nonprofit Success Pack is highly customizable with an open data architecture that will allow someone on your staff to tailor the program to your needs. Beyond the Nonprofit Success pack, Salesforce has a robust application exchange that allows you to add a variety of add-ons onto your basic Salesforce's CRM. Learn more about features here: <https://www.salesforce.com/> and here: <https://www.salesforce.org/nonprofit/nonprofit-success-pack/>

Price:

Salesforce has a variety of different pricing schemes; Nonprofit Success Pack is a free add-on. Call for pricing.

Ease of Use:

NPSP has an easy to use interface. Salesforce, as a CRM, is highly customizable and, thus, is fairly easy to use

Integration Capability:

Salesforce has many integration partners such as MailChimp, Quickbooks, and Salsa Engage; it has its own application exchange that hosts numerous add-ons.

6 NeonCRM

NeonCRM is a cloud-based CRM that allow organizations to engage with donors, manage memberships, plan events, track volunteers, and more. Since it is developed to be a unified CRM, it has features beyond one standalone management system. Some notable features include relationship tracking, online web forms, email marketing, credit card and check processing, survey builder, and grant management.. Learn more about features here: <https://www.neoncrm.com/>

Price:

Price tier system with different features. Starts at \$50 per month.

Ease of Use:

Fairly easy to use

Integration Capability:

Marketed as a unified CRM. Integration partners include Mailchimp and Eventbrite.

7 Nationbuilder

Nationbuilder is a unified CRM that includes a website, database, communication tools, including personalized email, text, and social media, and fundraising pages and payment processing capability. Nationbuilder's software is already fully integrated and you don't need to manage separate sites and custom integrations in order to manage and engage your constituents and constituency data. Nationbuilder has some additional integrations with partners such as Eventbrite, OneClickPolitics, and SupporterBase. Learn more about features here: <https://nationbuilder.com/>

Price:

For individuals/small groups pricing starts at \$29 dollars a month; organizational pricing starts at \$199 per month. Call for pricing.

Ease of Use:

Fairly easy to use

Integration Capability:

Marketed as a unified CRM. Integration partners include OneClickPolitics, Phone2Action, and Eventbrite.

LET'S TALK ABOUT TECH

Databases and Platforms to Manage and Engage Your Network



8 VoterVoice

VoterVoice is a grassroots advocacy tool that allows your organization to build and launch advocacy campaigns primarily aimed at elected officials. Some other features include the ability to track progress with real time reports, mobilize supporters with targeted messaging, and create and distribute newsletters. It will also allow you to create online surveys and legislative scorecards that can help your organization stay engaged beyond the legislative sessions. Learn more about features here: <https://info.votervoice.net/>

Price:
Call for pricing.

Ease of Use:
Easy to use

Integration Capability:
Standalone advocacy program. Integrates with Salesforce, WebLink, NimbleUser, iMIS, and ChamberMaster

9 One Click Politics

One Click Politics is a constituency engagement tool that connects people to decision makers. The platform uses email, text message, voice calls, and social media channels to help your network reach decision makers. Some unique features include an email message rotator, legislator biographies, ability to contact lawmakers at all levels of government, and patch-through call technology. These advocacy action tools are meant to bolster your organization's digital organizing capacity. Learn more about features here: <https://oneclickpolitics.com/>

Price:
Call for pricing.

Ease of Use:
Easy to use

Integration Capability:
Standalone advocacy program. Integration partners include Salesforce, Kindful, TrackBill, NeonCRM, iMIS, and NationBuilder

10 Hustle

A peer-to-peer, mass-texting tool that allows people to send personalized text messages to your contact list. Hustle can be used for a variety of advocacy matters including mobilizing supporters and volunteers as well as rapid response fundraising. Hustle's workflow allows you to set measurable goals for your text campaign, create personalized scripts, interact with the responses that you receive from your mass texting campaign, and track your results. Hustle's user interface is easy to use and includes a mobile app so you can get everyone on your team as well as volunteers "hustling" (text-banking) for you. Learn more about features here: <https://www.hustle.com/>

Price:
Call for pricing.

Ease of Use:
Very easy to use

Integration Capability:
Standalone advocacy program. Integrates with NGP VAN and Salesforce.

11 Phone2Action

A digital platform that primarily features tools for rapid response, text and phone-based actions. With Phone2Action, you can connect your network of supporters directly to legislators at the local, state, and federal level through a number of avenues including patch through calls, emails, Twitter, and Facebook. Phone2Action automatically verifies your supporters' constituency based upon zip code. In addition, Phone2Action allows you to mobilize your network to submit comments directly in regulatory forms. Learn more about features here: <https://phone2action.com/>

Price:
Call for pricing.

Ease of Use:
Very easy to use

Integration Capability:
Standalone advocacy program. Integration partners include Salesforce, BlackBaud Luminate Online, NationBuilder, MailChimp, YourMembership, and Constant Contact.

VOLUNTEER MANAGEMENT

At its most basic level, a volunteer management program will allow you to store and manage information as well as engage with your volunteer base. A typical volunteer management program will include features that allow you to keep track of all the useful information you know about your volunteers, manage scheduling, create emails and campaigns, and perform analytical analyses on all this information.

1 eRecruite/coordinator

eRecruiter is one of the most expensive standalone products on the market, but has the ability to host a large volunteer program. It stands out from other volunteer management platforms because it has functionality to help organizations recruit volunteers. eRecruiter also has a built-in screening process that you can use to screen your prospective volunteers. It has a web portal that will allow you to set up and edit personal profiles and manage schedules. eRecruiter has email functionality that allows you to create custom email templates and basic social media integration with Facebook and Twitter. Learn more about features here: <https://www.erecruiter.net/en>

Price:

A subscription of eRecruiter begins at \$5,500/year and \$2,500 for subsequent years.

Ease of Use:

Fairly easy to use

Integration Capability:

Standalone program.

2 Salesforce

Salesforce is a cloud-based CRM. Volunteers 4 Salesforce (V4S) is an add-on in Salesforce. On top of having a volunteer profile, V4S gives you the ability to run reports, update and manage a shift calendar, and engage in email and mass actions. This application requires you to have Salesforce as a CRM. However, with Salesforce as a CRM you can access all of Salesforce's integrations including the The Nonprofit Success Pack (NPSP) add-on, which transforms Salesforce CRM into a CRM specifically tailored for nonprofits. It has features including fundraising, donor and constituent management, volunteer management, and much more. In the category of volunteer management, NPSP allows you to track all of your volunteer positions jobs, both ongoing and for a specific event, and shifts for specific jobs. It also allows volunteers to sign up for shifts directly through your website, has a volunteer profile, and a feature that allows you to match volunteer skills to opportunities available. Learn more about features here: <https://www.salesforce.com/>

Price:

Call for pricing.

Ease of Use:

NPSP has an easy to use interface. Salesforce, as a CRM, is highly customizable and, thus, is fairly easy to use

Integration Capability:

Salesforce has many integration partners such as MailChimp, Quickbooks, and Salsa Engage; it has its own application exchange that hosts numerous add-ons.

3 Volgistics

Volgistics is a well-rounded, reasonably priced, standalone volunteer management program that runs through your web browser. It has a scheduling interface, online features, volunteer profile, activity tracking, and limited email functions. Volgistics has other add-on features such as VicNet, an online portal that gives volunteers online access and allows them to check their own volunteer schedules, sign up for schedule openings, and update profile information. Learn more about features here: <https://www.volgistics.com/>

Price:

Monthly subscription fee based on the number of records and features package. Call for pricing.

Ease of Use:

Easy to use

Integration Capability:

Standalone program. Integrates with Raiser's Edge.

LET'S TALK ABOUT TECH

Databases and Platforms to Manage and Engage Your Network



4 Raiser's Edge NXT

A cloud-based donor management and relationship tracking software. This software is among one of the most expensive on the market, but is extremely highly rated and allows you to track your constituents, run fundraising campaigns, process donations and pledges directly through your website, and track metrics such as donor retention and acquisition all in one system. While it is primarily advertised as a donor management system, it has relationship management features that could be used for volunteer management. Learn more about features here: <https://www.blackbaud.com/products/blackbaud-raisers-edge-nxt#features>

Price:

Tiered pricing; call for pricing. The base price starts at around \$340 a month

Ease of Use:

Fairly easy to use

Integration Capability:

Marketed as consolidated system. There are third party partners and there seem to be integration capabilities, but we recommend discussing this option further with a Raiser's Edge sales representative.

5 EveryAction

EveryAction is the nonprofit-focused version of the VAN (the Voter Activation Network). Some unique features specifically tailored for volunteer management include the ability to create and monitor different types of volunteer shifts, activities, and roles as well as custom identifiers/tags, scheduling interface, volunteer profile and history. EveryAction has a wide range of capabilities, and is good for an organization that wants a truly unified CRM to track and manage all your constituents in one system. EveryAction includes voter file data, but it can also be used as a CRM for donor management, volunteer management, social media advocacy, and much more. The platform hosts numerous advocacy tools: targeted emails, social media, direct mail, click-to-call, paid phones, canvass management and fundraising tools including online donations, social network integration, voter contact, event management, and paid phones. Learn more about features here: <https://www.everyaction.com/>

Price:

Pricing for small nonprofits starts at \$49/month. May be able to get discounts through State Voices tables or similar group.

Ease of Use:

Easy to use

Integration Capability:

Marketed as a unified CRM and has APIs. Integrates with Facebook and Twitter. EveryAction acquired Actionkit and BSD tools.

6 Volunteer Impact by Better Impact

Volunteer Impact, a product of Better Impact, is a volunteer management software. Volunteer Impact has customizable volunteer profiles that allow you to track and schedule events for volunteers. The program has an intuitive interface that makes it easy to use. There are desktop and tablet volunteer portals as well as a free iOS and Android app for volunteers. This system's pricing is based on a standard or premium subscription model, as well as how many volunteers you plan to host in the system. Since Better Impact offers other programs such as Donor Impact, there are combined pricing models should an organization choose to purchase a combination of programs. Learn more about features here: <https://www.betterimpact.com/>

Price:

Call for pricing.

Ease of Use:

Easy to use

Integration Capability:

Call for information on potential integrations/ integration partners

7 NeonCRM

NeonCRM is a cloud-based CRM that allows organizations to engage with donors, manage memberships, plan events, and track volunteers. Some unique features specifically tailored for volunteer management include time sheets, scheduling capabilities, and online volunteer sign-up forms. Since it is developed to be a unified CRM, it has features beyond one standalone management system. Some notable features include relationship tracking, online web forms, email marketing, credit card and check processing, survey builder, and grant management. Learn more about features here: <https://www.neoncrm.com>

Price:

Price tier system with different features. Starts at \$50 per month.

Ease of Use:

Fairly easy to use

Integration Capability:

Marketed as a unified CRM. Integration partners include Mailchimp and Eventbrite.

DONOR MANAGEMENT

A donor management system is typically comprised of a donor database and fundraising system. These systems have features that allow you to both keep and track data on your donors and gifts as well as allow you to manage mailings, run fundraising campaigns, and perform analytical analyses on all of this information.

1 Kindful

Kindful is a nonprofit-focused CRM with features primarily developed for donor management. Kindful is especially powerful for growing nonprofits that want a low-maintenance system that does not require technical configuration. Kindful offers features that are focused on amplifying impact in three main categories: 1) Online fundraising; 2) Donor tracking; and 3) Analyzing donor and donation history. Some features include custom donation pages, peer-to-peer campaigns, mobile donations, online donations, pledge management, grant management, and a donor database. A donor management software first and foremost, Kindful has basic volunteer management capacities as an organization can integrate with the Golden Volunteer application to boost this feature. Learn more about features here: <https://kindful.com/>

Price:

Pricing tier dependent on the amount of contacts. Starting at \$100 a month for 1,000 contacts.

Ease of Use:

Easy to use

Integration Capability:

Has many integration partners such as Mailchimp, PayPal, Square, Eventbrite, and OneClickPolitics.

2 Little Green Light

Little Green Light is a donor management and fundraising software that is perfect for an organization that wants a low maintenance system that does not require a lot of training. Little Green Light has built-in integration with common donor management applications such as PayPal and MailChimp, enabling email marketing, accounting, online payment, online forms, analytics and reporting, and prospect research. Some innate features include pledge tracking, online donations, and customizable forms. Little Green Light has teamed up with payment processing company, PayPal. However, they charge a 1% processing fee with a cap of \$50/month. Learn more about features here: <https://www.littlegreenlight.com/>

Price:

Monthly and annual subscriptions depending on number of contacts/constituents. Starting at \$39 a month for up to 2,500 constituents.

Ease of Use:

Easy to use

Integration Capability:

Has integration partners such as Donor Search, Mailchimp, and QuickBooks.

3 NeonCRM

NeonCRM is a cloud-based CRM that allows organizations to engage with donors, manage memberships, plan events, and track volunteers. Some features tailored specifically for donor management include pledge tracking, unlimited custom forms⁶, and forms that encourage recurring donations. Since it is developed to be a unified CRM, it has features beyond one standalone management system, including relationship tracking, online web forms, email marketing, credit card and check processing, survey builder, and grant management. Learn more about features here: <https://www.neoncrm.com>

Price:

Price tier system with different features. Starts at \$50 per month.

Ease of Use:

Fairly easy to use

Integration Capability:

Marketed as a unified CRM. Integration partners include Mailchimp and Eventbrite.

LET'S TALK ABOUT TECH

Databases and Platforms to Manage and Engage Your Network



4 Salsa

Salsa CRM is a unified software that offers donor management, digital marketing, online fundraising, and online advocacy capabilities. Features specifically offered to help your donor management capabilities include detailed donor profiles, donation tracking, and direct mail fundraising. Salsa CRM can easily integrate with Salsa Engage, an online marketing, fundraising, and advocacy platform. This integration will give you more features such as marketing automation, online fundraising, peer-to-peer fundraising, and online event registration. Additional features include offline donations, mail mergers, rapid gift entry screen, bulk mail barcodes, peer-to-peer campaigns, and click-to-call⁷. Learn more about features here: <https://www.salsalabs.com>

Price:

SalsaCRM starts at \$249/month, Salsa Engage starts at \$179/month.

Ease of Use:

Fairly easy to use

Integration Capability:

Marketed as a unified CRM. Salsa Engage has a variety of integration partners including Salesforce, QuickBooks, myRollCall, and Facebook ads.

5 CiviCRM

CiviCRM is an open source, web-based CRM software that is free to use. It is marketed as a constituent relationship software which means it has capabilities beyond donor management such as the ability to build advocacy campaigns and do case management. Some donor management capabilities include peer-to-peer fundraising, email marketing, event registration, as well as the ability to export, organize, enter, and search a donor's contribution data. CiviCRM has the ability to integrate with mailing applications such as Mailchimp, but does not have the ability to do payment processing; you will need another vendor for that. Some features specifically offered to enhance your donor engagement capabilities include ability to process and track contributions, send gift acknowledgement, and report on your data. Due to its open source nature, it is highly customizable. Learn more about features here: <https://civicrm.org>

Price:

Free

Ease of Use:

Easy to use

Integration Capability:

CiviCRM has the ability to integrate with mailing applications such as Mailchimp as well as Wordpress, Joomla, and Drupa. Due to its open source nature, it is highly customizable; one of your staff members can tailor this program specifically to your organizational needs.

6 EveryAction

EveryAction is the nonprofit-focused version of the VAN (the Voter Activation Network, which allows political campaigns and political organizations to use state voter files). Some unique features specifically tailored for donor management include a fundraising management dashboard, Facebook Ads manager, and list segmentation. Every Action has a wide range of capabilities, and is a good choice for an organization that wants a truly unified CRM to track and manage all of your constituents in one system. EveryAction includes voter file data, but it can also be used as a CRM for donor management, volunteer management, and social media advocacy. The platform hosts numerous advocacy tools: targeted emails, social media, direct mail, click-to-call, paid phones, canvass management, and fundraising tools including online donations, social network integration, voter contact, and volunteer and event management. Learn more about features here: <https://www.everyaction.com/>

Price:

Call for pricing. Pricing for small nonprofits starts from \$49/month. May be able to get discounts through State Voices tables or similar group.

Ease of Use:

Easy to use

Integration Capability:

Marketed as a unified CRM and has APIs. Has social network integration. EveryAction acquired Actionkit and BSD tools.

LET'S TALK ABOUT TECH

Databases and Platforms to Manage and Engage Your Network



7 Bloomerang

Bloomerang is a cloud-based donor management system that is low-maintenance and easy to use. Bloomerang is primarily focused on donor retention and has many features including an engagement indicator aimed at amplifying this feature. Some donation tools include features that populate generosity scores, online giving, unlimited online forms, and integrations for email and website. It has a volunteer management module you can add. Bloomerang offers strong customer support and all users get access to Bloomerang Academy which provides training for the software and best practices in fundraising, donor management, and donor communications. Learn more about features here: <https://bloomerang.co> <https://www.salsalabs.com>

Price:

Pricing is determined by a subscription model based upon features and number of records which starts at \$99 a month.

Ease of Use:

Easy to use

Integration Capability:

Integration partners include Truegivers, Donor Search, Aplos and Twitter.

8 Raiser's Edge NXT

A cloud-based donor management and relationship tracking software. This software is among one of the most expensive on the market, but is extremely highly rated and allows you to track your constituents in one system. Cloud-based platform. The software allows you to run fundraising campaigns, process donations and pledges directly through your website, and track metrics such as donor retention and acquisition. This software has strong integration capabilities between internet and email. While it is primarily advertised as a donor management system, it has features aimed at relationship management that could be used for volunteer management. Learn more about features here: <https://www.blackbaud.com/products/blackbaud-raisers-edge-nxt#features>

Price:

Pricing is based on tiers; call for pricing. Starting at around \$340 a month

Ease of Use:

Fairly easy to use

Integration Capability:

We recommend connecting with the company to learn more about integration capabilities.

6 Salesforce (Nonprofit Success Pack)

Salesforce is a cloud-based CRM. The Nonprofit Success Pack add-on transforms Salesforce CRM into a CRM specifically tailored for nonprofits. It has capabilities including fundraising, donor and constituent management, volunteer management, mobile and social integration. In the category of fundraising and donation tools, Nonprofit Success Pack allows you to track recurring donations and pledges, develop giving campaigns, manage individual donor profiles, and track donors' engagement. The Nonprofit Success Pack is highly customizable with an open data architecture that will allow a staff person to tailor the program. Beyond the Nonprofit Success pack, Salesforce has a robust application exchange that allows you to add a variety of tools onto your basic Salesforce CRM. Learn more about features here: <https://www.salesforce.org/nonprofit/nonprofit-success-pack/>

Price:

Salesforce had a variety of different pricing schemes; Nonprofit Success Pack is a free add-on. Call for pricing.

Ease of Use:

NPSP has an easy to use interface. Salesforce, as a CRM, is highly customizable and, thus, is fairly easy to use

Integration Capability:

Salesforce has many integration partners such as MailChimp, Quickbooks, and Salsa Engage; it has its own application exchange that hosts numerous add-ons.

LET'S TALK ABOUT TECH

Databases and Platforms to Manage and Engage Your Network



10 Network for good

Network for good is marketed as an “all in one” donor management and fundraising platform, though it does not allow you to track all constituents in one place and does not have features beyond donor management. Network for good is easy to set up and use and is perfect for an organization that wants a low maintenance system with little in-house tech expertise. Some notable features of the platform include campaign management, bulk text messaging, custom forms, email blasts, peer-to-peer campaign, and text-to-give capabilities. Learn more about features here: <https://www.networkforgood.com>

Price:

Different pricing tiers depending on the amount of contacts. Starts at \$200 dollars per month up to 1,000 contacts.

Ease of Use:

Easy to use

Integration Capability:

We recommend connecting with the company to learn more about integration capabilities.

11 Donorperfect

Donorperfect is a cloud-based system aimed at donor and constituent management. The software is priced at 5 tiers with each tier boasting different features. Donorperfect is a low maintenance system that does not require your organization to have tech experts on staff to do extra configurations or extra trainings. Some notable features include a payment processing ability, customizable dashboard, email templates, and integrated online forms. Learn more here: <https://www.donorperfect.com/fundraising-software/fundraising-management/>

Price:

Different pricing tiers, which starts at \$89/month for features including 1,000 records, the CRM database, mobile app, integrated gift processing, and integrated donation and event forms

Ease of Use:

Easy to use

Integration Capability:

Has integration partners such as Donorsearch and Formplus.

12 ActBlue

ActBlue is a standalone digital fundraising platform. Aimed at empowering organizations to join the small donor movement, its tools are designed to optimize online individual giving. It is a good choice for an organization that wants to get into the digital fundraising space for little to no set-up cost or maintenance. It has customizable forms, payment processing capability, and real-time data integrations with Actionkit, NGP, and Blue State Digital. ActBlue is free to set up and use, but you pay a processing fee on your transactions. Learn more about features here: <https://secure.actblue.com/>

Price:

ActBlue is free to set up and use, but you pay a processing fee on your transactions.

Ease of Use:

Easy to use

Integration Capability:

Real-time data integrations with a number of advocacy programs including Actionkit, NGP, and Blue State Digital; payment processing capability; Integration partners include Salsa and Trilogy

⁵ The term “open source” refers to software/technology that people can modify and share because its design is publicly accessible.

⁶ Forms: Surveys you can use to collect information. Customization allows you to customize the form (the branding, field, contents) to tailor them for your specific needs. Examples include donation, constituent registration form, event registration, and volunteer sign-up forms.

⁷ Click-to-call: A feature that allows people to click on a prompt and initiate a voice call.