

Nonprofit Software BuyerView Report | 2014

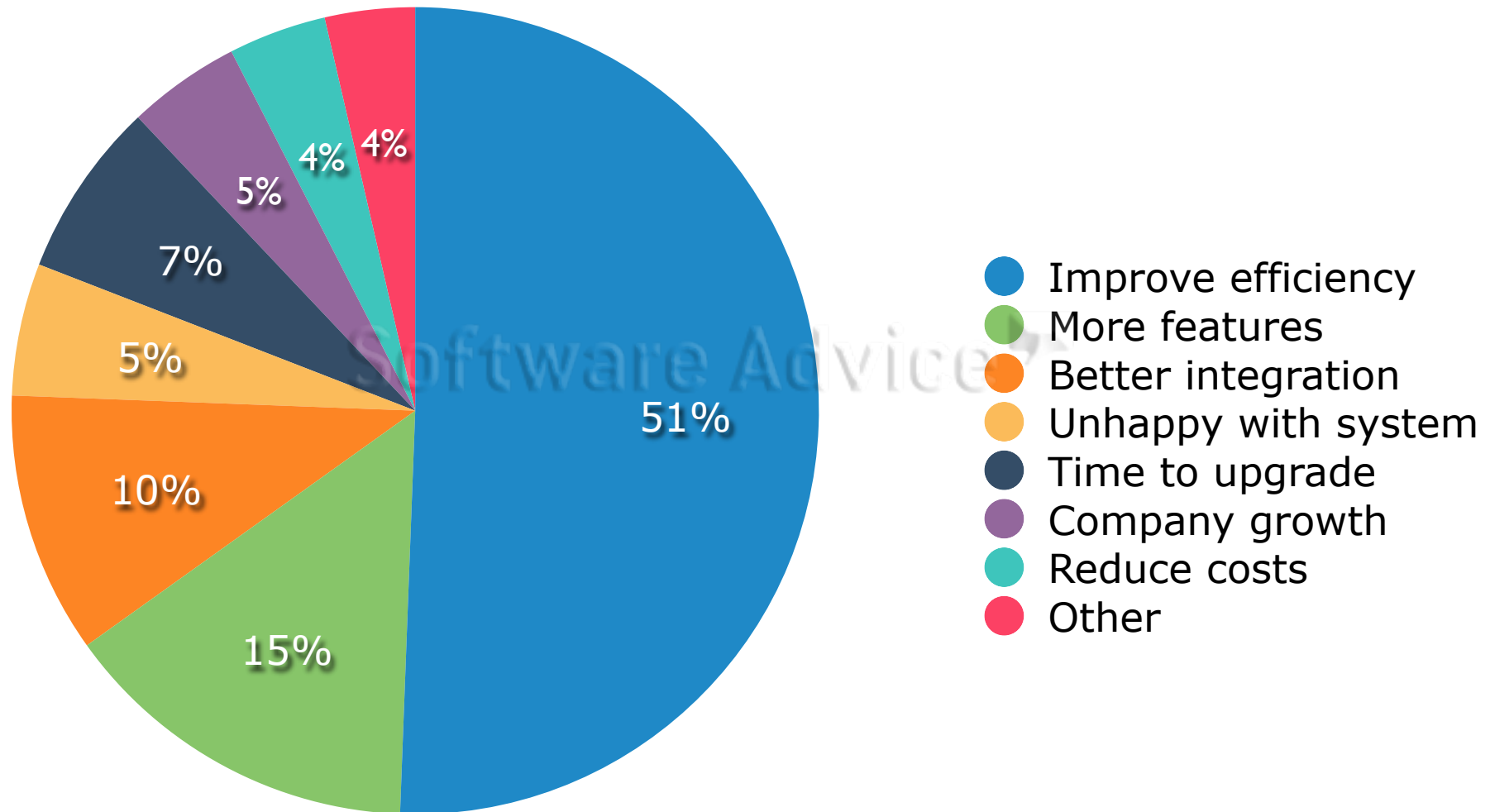
Insight into today's software buyer

Abstract

In 2013, we talked to a number of nonprofit organizations considering a software purchase. We analyzed 2,313 of those interactions to find out what criteria nonprofits use to evaluate software. Here are our key findings:

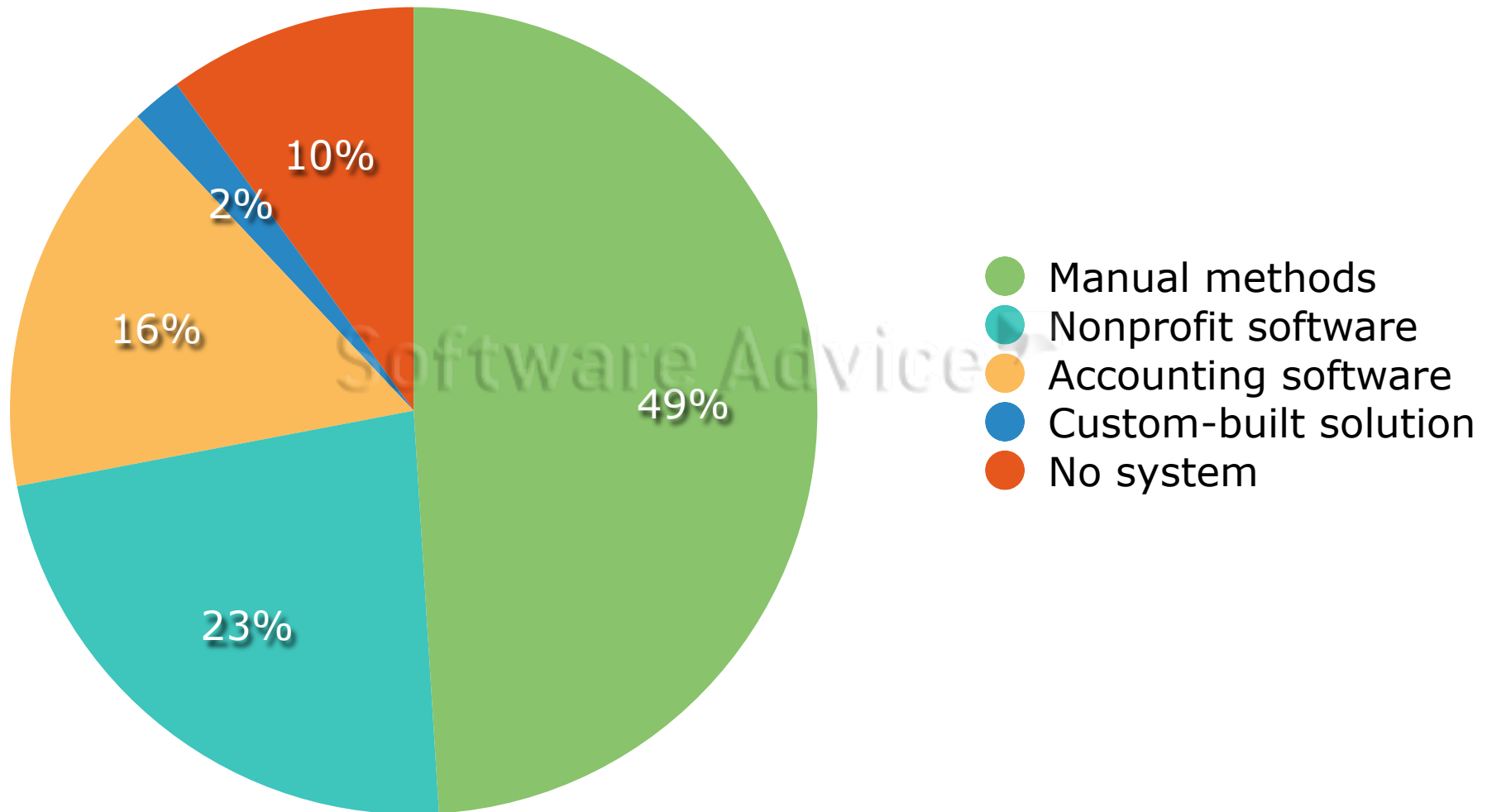
- Fifty-one percent of nonprofits are considering a software purchase to improve the efficiency of organizational processes.
- A significant majority of buyers (96 percent) preferred Web-based systems.
- Fundraising and donor management were the most frequently requested applications.

Most Buyers Want to Improve Efficiency



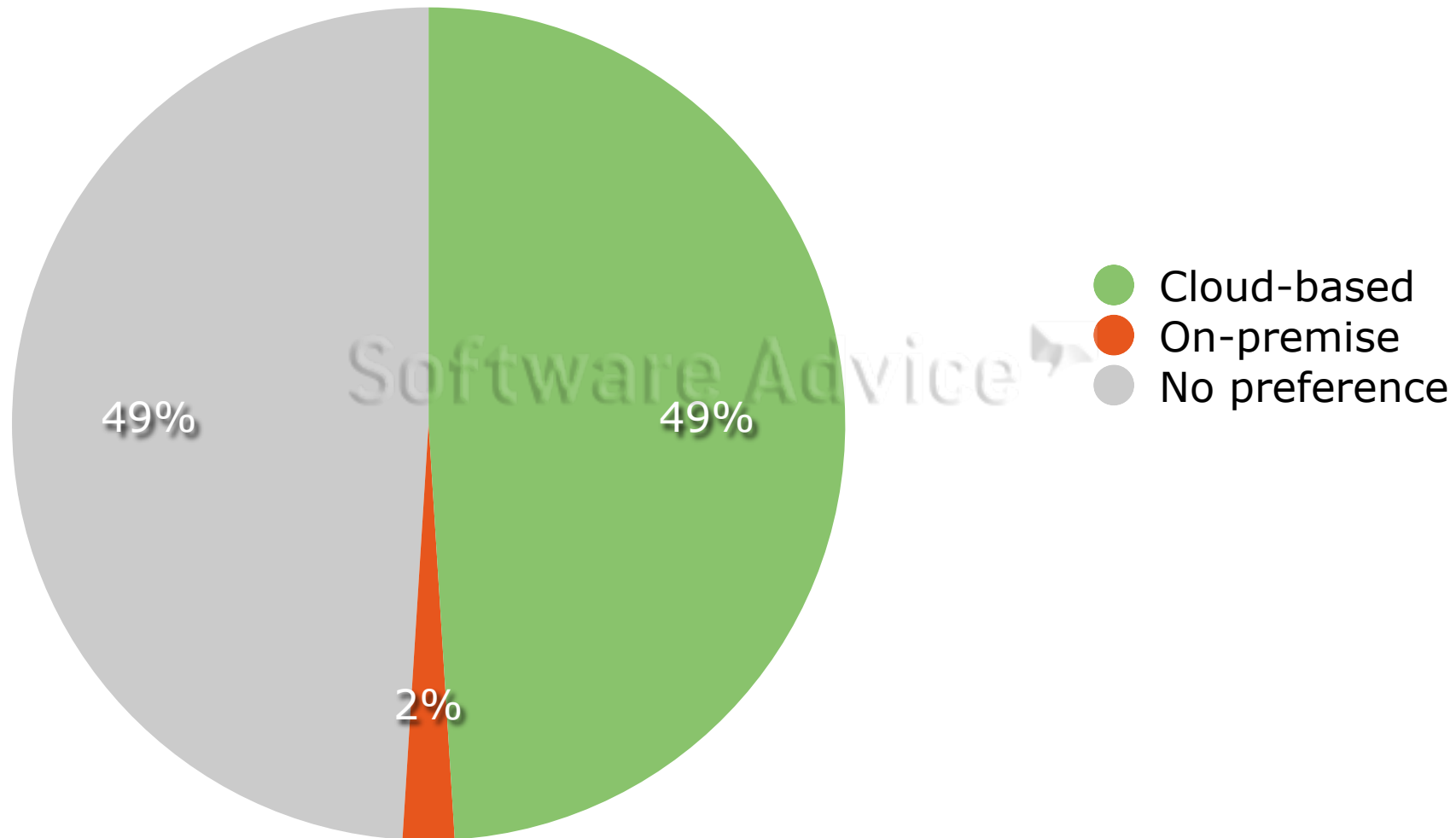
Most buyers evaluating nonprofit software want to purchase applications that improve their workflow efficiency.

Many Buyers Use Manual Processes



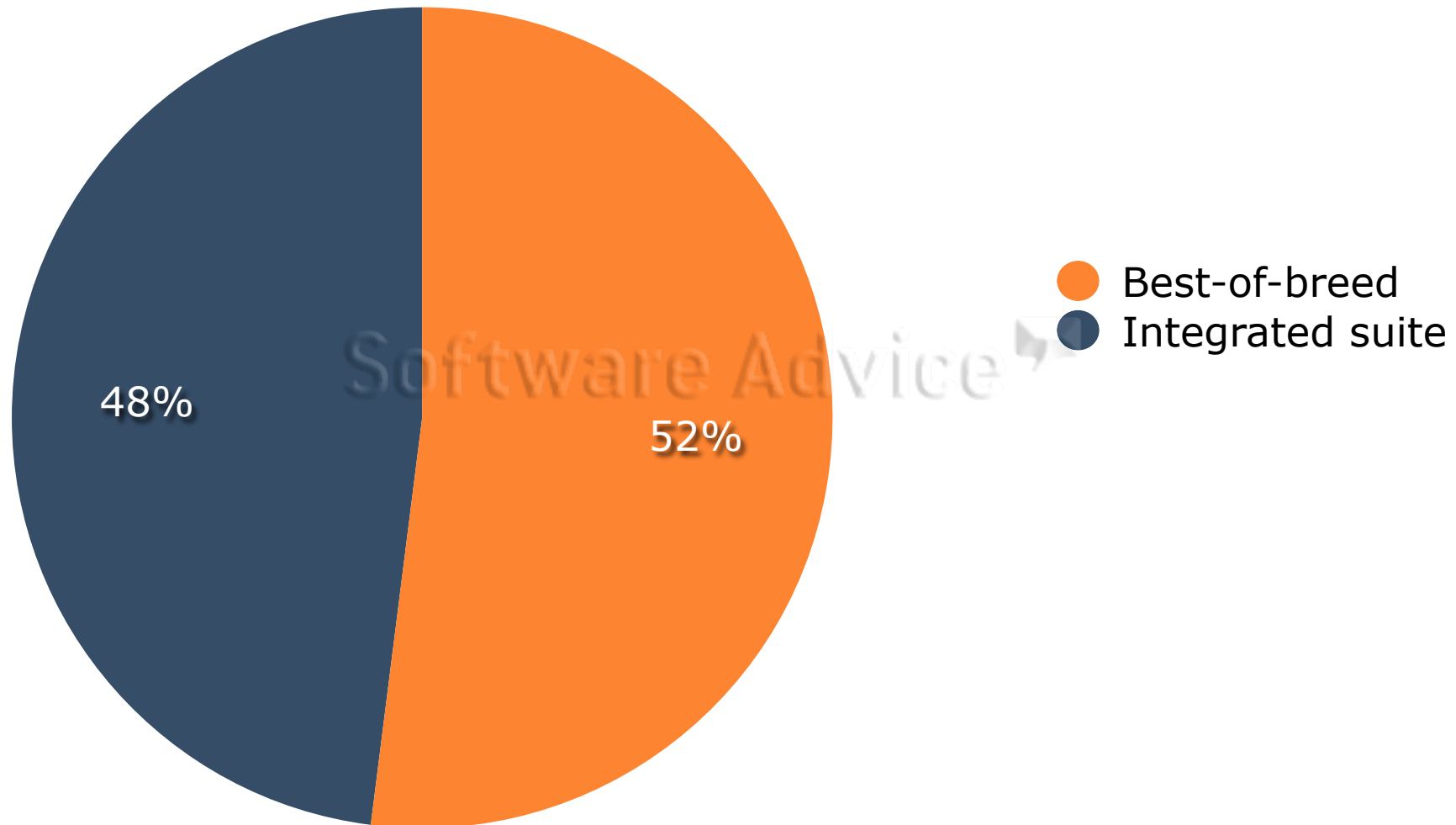
Nearly half of nonprofit buyers currently rely on manual methods, such as spreadsheets and paper and pen, to manage organizational processes.

Web-based Applications are Preferred to On-Premise



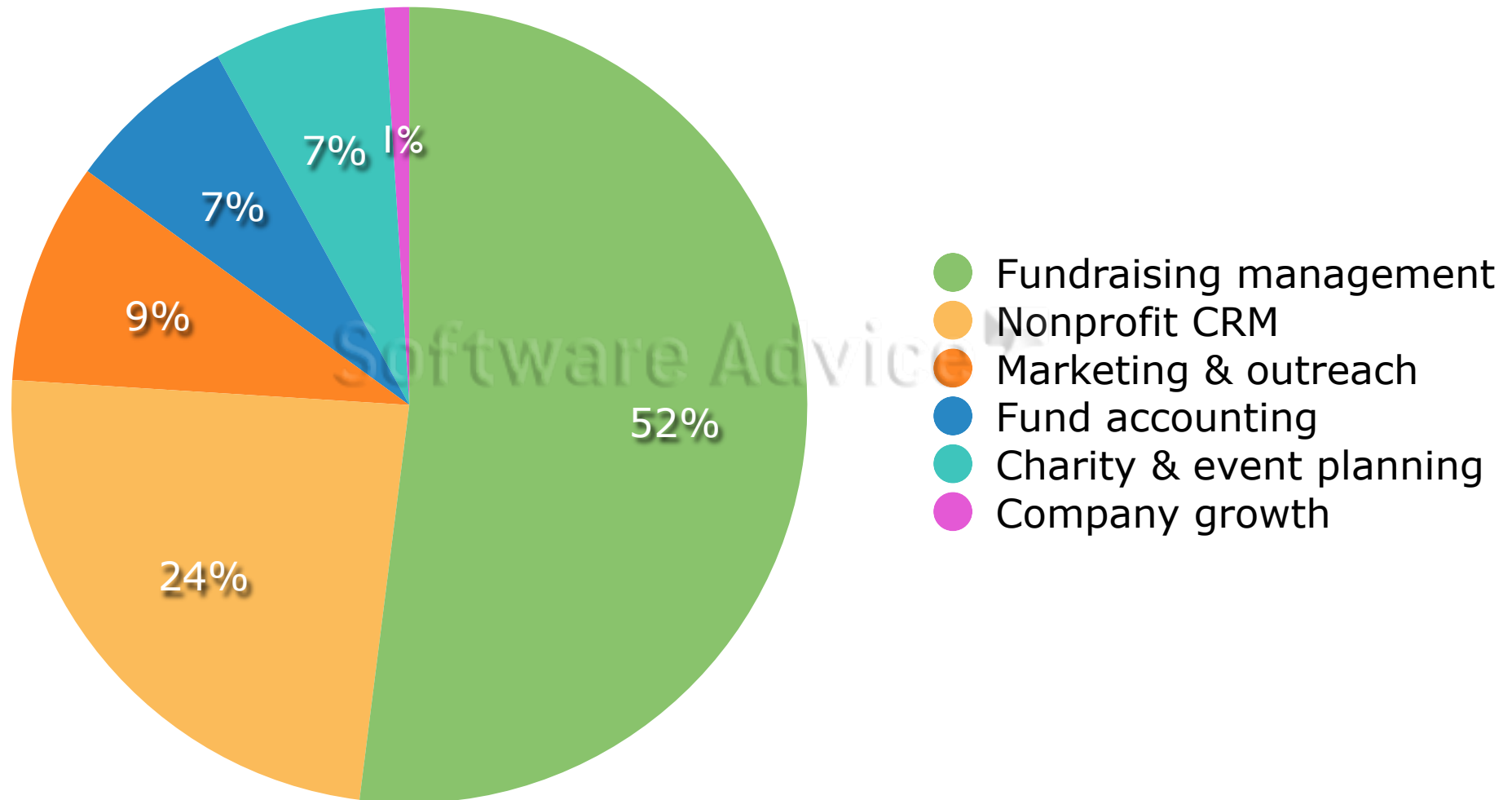
Many buyers have no deployment model preference. Of those who do, however, a significant majority (96 percent) desire Web-based solutions.

Buyers Show No Strong Preference for Integration Model



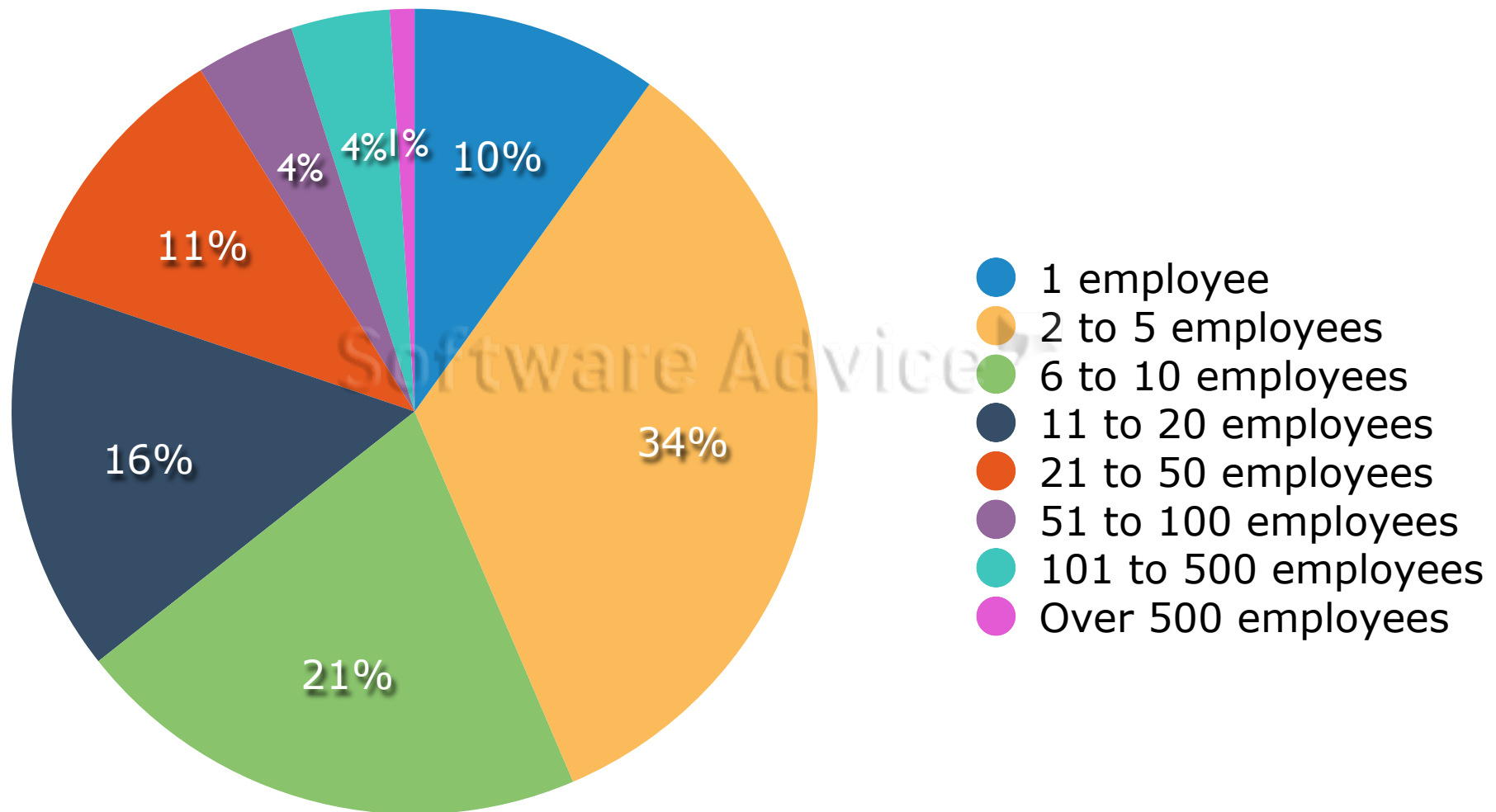
Buyers were closely divided on integration requirements, but best-of-breed applications were preferred slightly more often than integrated software suites.

Buyers Request Fundraising Management Most Often



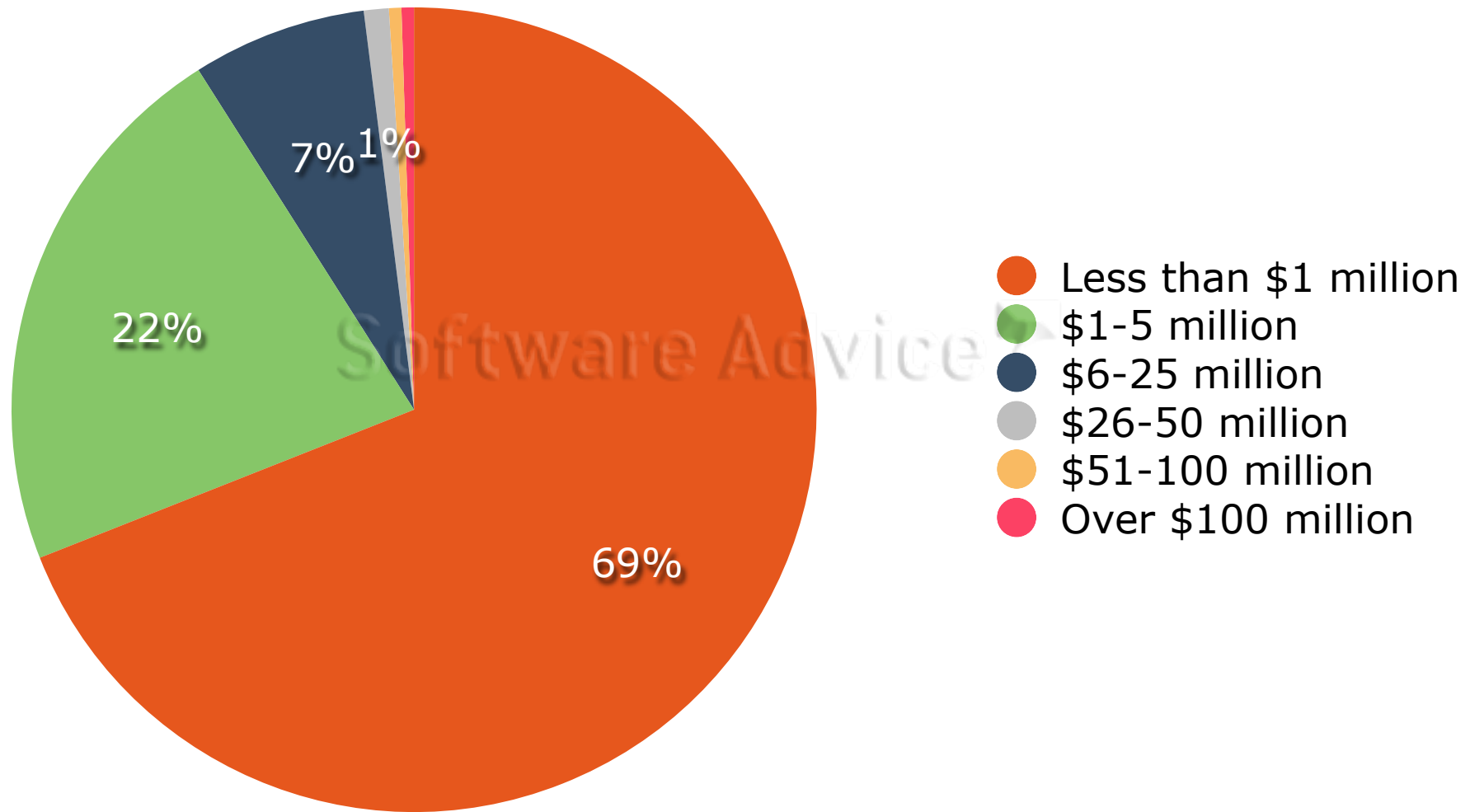
Over three-fourths of buyers requested to evaluate fundraising and donor management (52 percent) or CRM (24 percent) solutions.

Most Companies In Sample Are Small Organizations



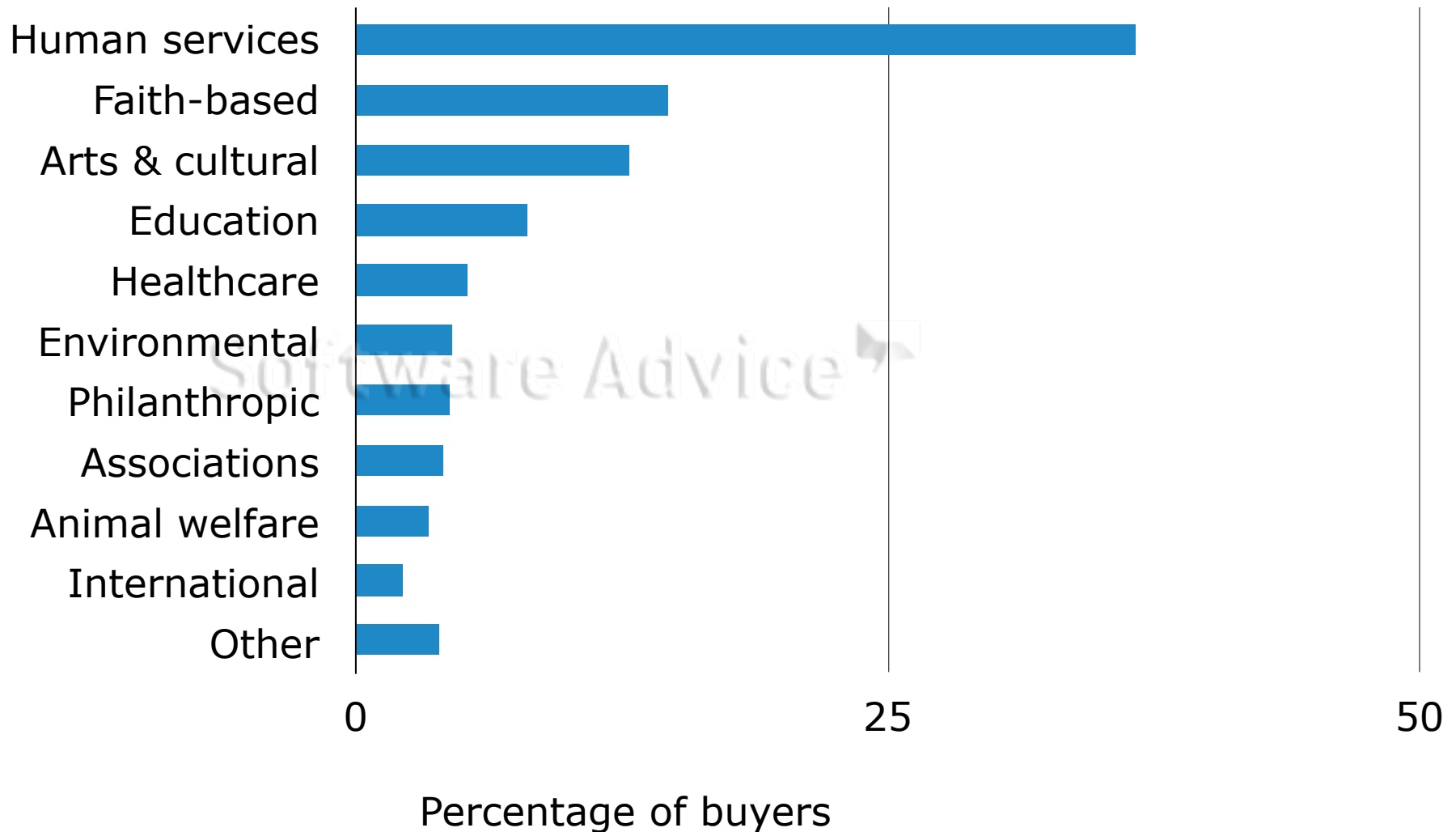
Fifty-six percent of buyers included in our analysis were small, with fewer than 10 employees. Only 9 percent had 51 or more employees.

Most Buyers Report Less Than \$5 Million in Annual



Ninety-one percent of nonprofit software buyers included in our analysis reported an annual revenue of less than \$5 million.

Human Services Is the Most Active Buyer Segment



Thirty-seven percent of buyers work in the human services sector. Faith-based and arts & cultural were the next most active at 15 and 13 percent, respectively.

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