

Software Advice BuyerView: Nonprofit Software Report 2015

Insight into today's software buyer

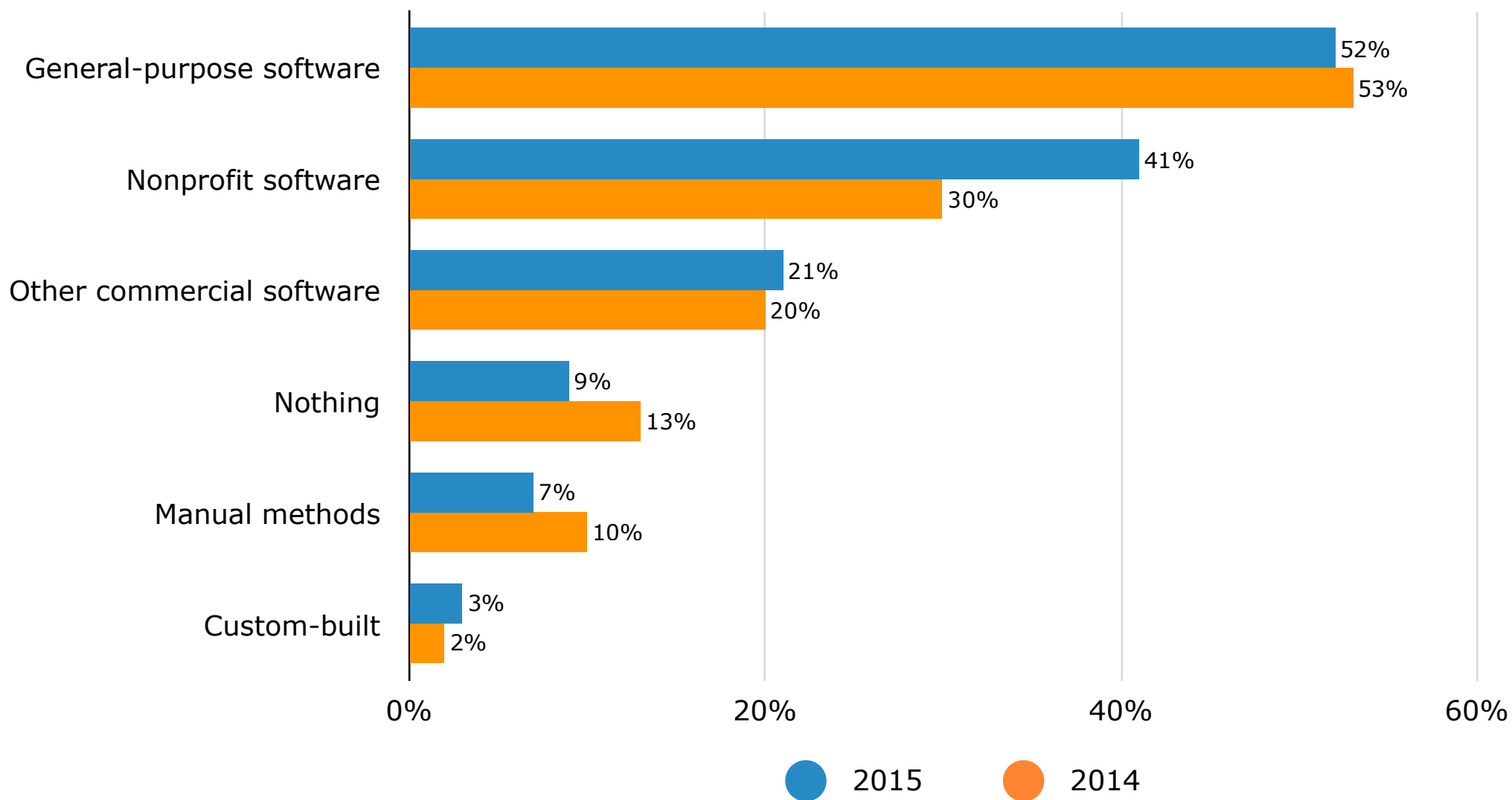
Abstract

Each year, Software Advice talks with thousands of nonprofit managers looking for the right software for their organizations. This provides us with valuable insight into the needs of software buyers. We recently analyzed a random selection of 200 of these interactions to uncover buyers' most common pain points and their reasons for purchasing new software.

Some key findings include:

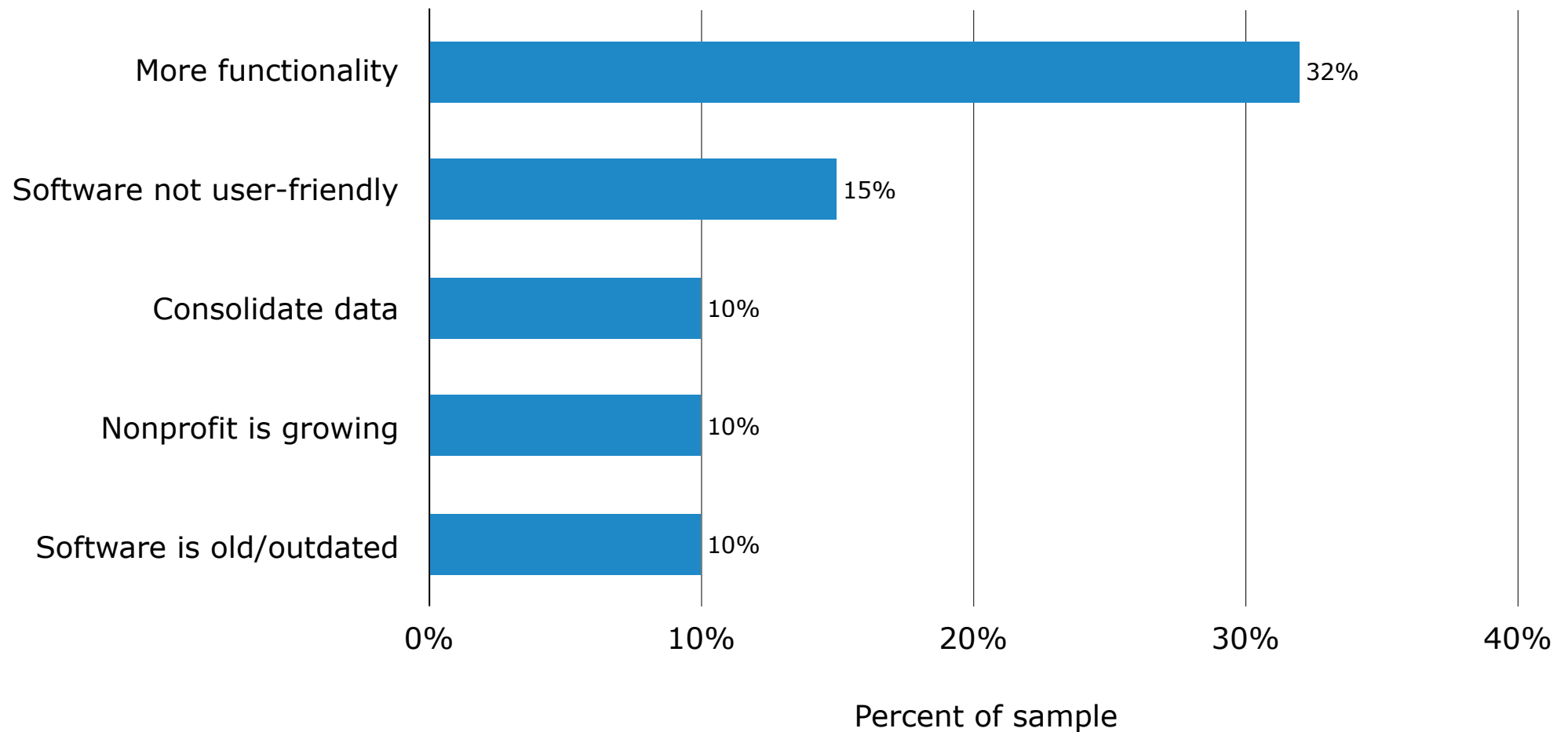
- Forty-one percent of buyers are replacing specialized software in 2015: a moderate increase over 2014, when 30 percent were replacing an existing system.
- For the highest percentage of buyers (32 percent), the main motivation for replacing software is to acquire more robust functionality, thereby increasing operational efficiency.
- Buyers request constituent and donor tracking functionality most frequently, cited by 72 percent, followed by outreach and communication tools (at 39 percent).

More Buyers Replacing Specialized Software in 2015



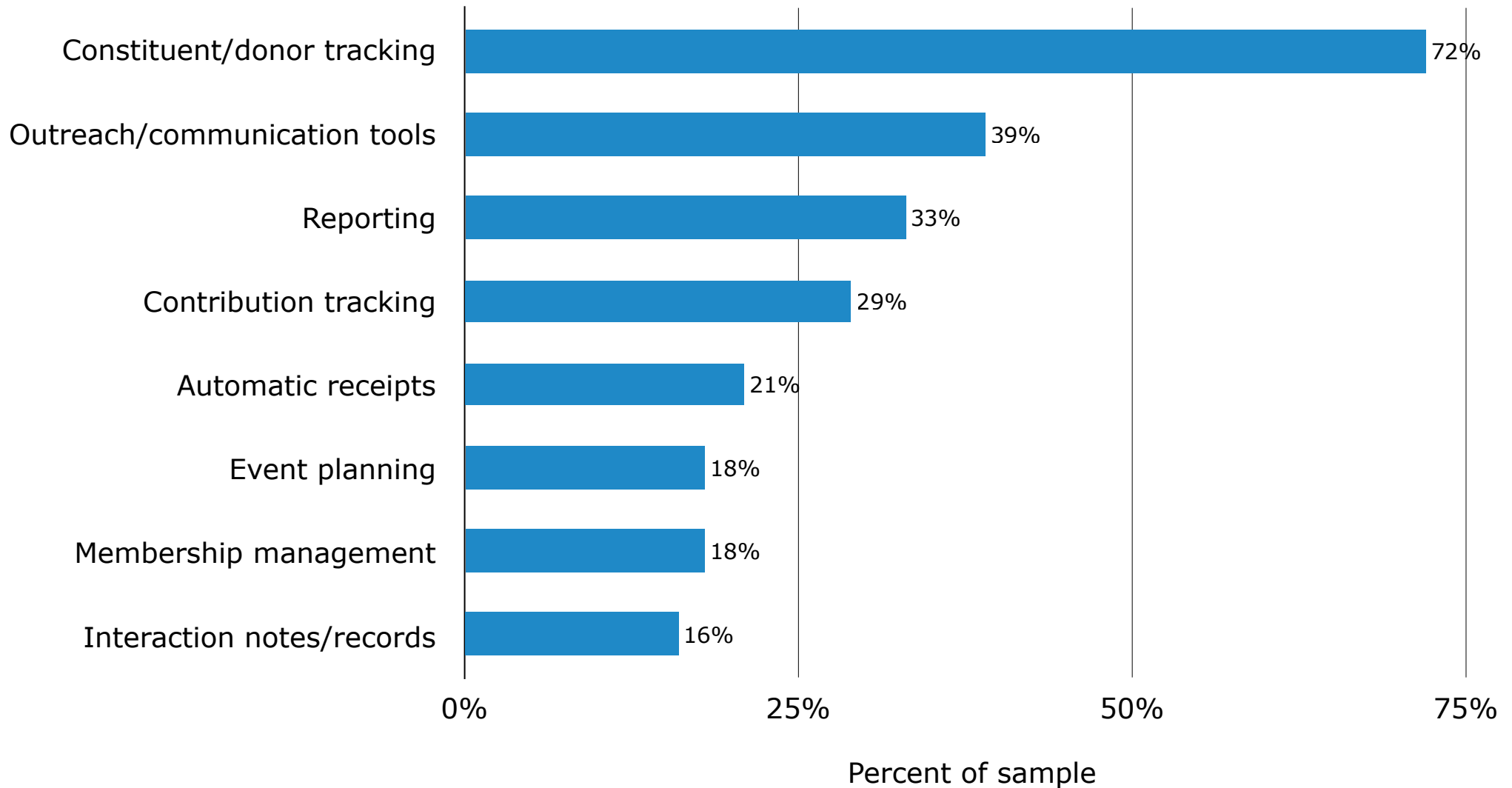
What buyers currently use to track data in 2015 is largely unchanged over last year —except this year, 41 percent are replacing specialized nonprofit software.

Need for Functionality Top Reason for Replacing Software



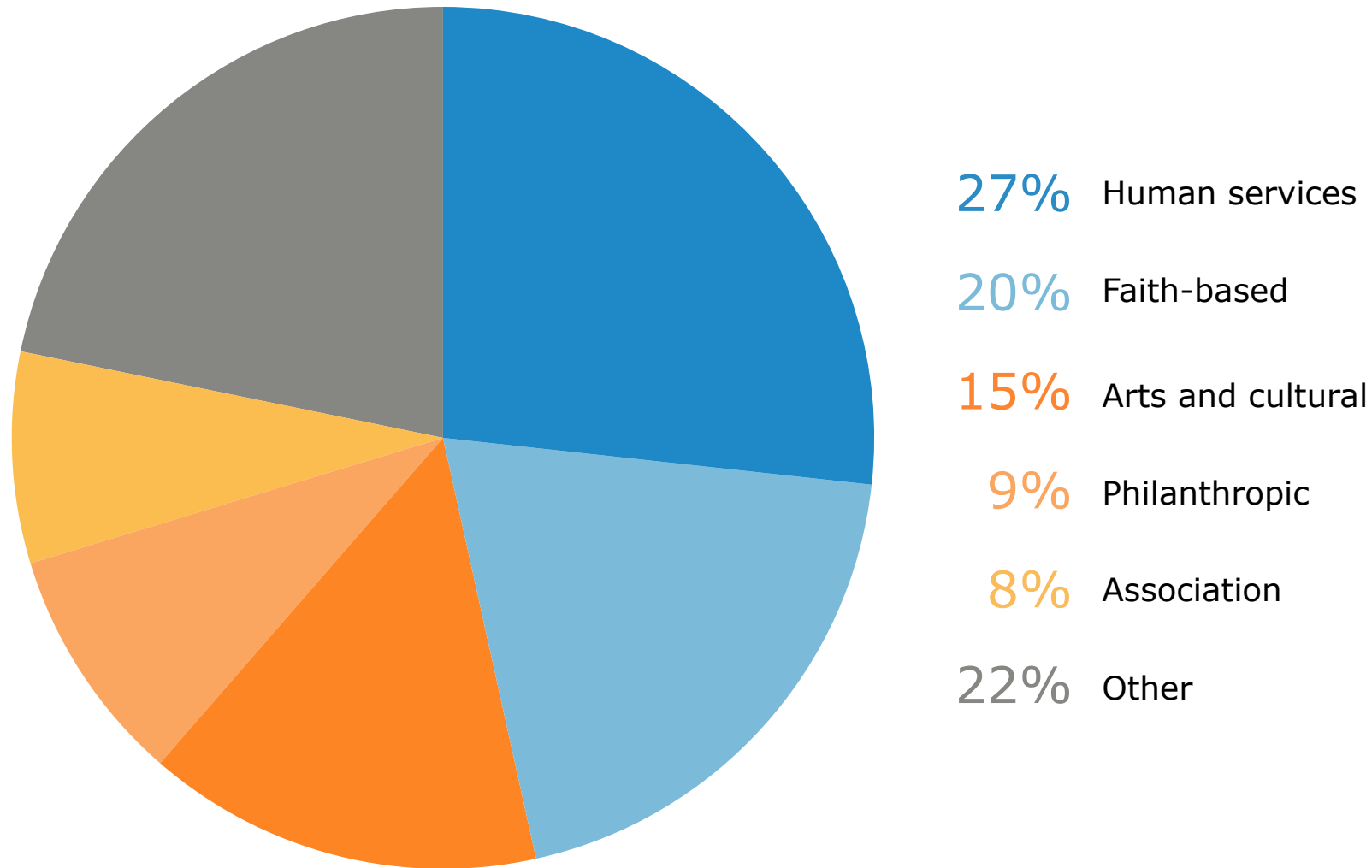
Of buyers who are replacing specialized software, 32 percent say the reason is to acquire more functionality; 15 percent say their current system is not user-friendly.

Constituent Tracking Most Requested Software Functionality



Unsurprisingly, most buyers need donor and donation tracking features—other desired functionality includes outreach tools, reporting and automatic receipts.

Prospective Buyers by Nonprofit Sector



Our sample includes buyers from a diverse range of nonprofit sectors—most represent human services nonprofits and faith-based organizations, however.

Most Common Nonprofit Management Applications



CRM

Record interactions with all nonprofit supporters

Donor Management

Maintain in-depth donor contact and giving records

Fundraising

Manage campaigns, contributions and receipts

Event Planning

Handle registration, attendance and other details

Volunteer Management

Coordinate volunteers according to skills/interests

Accounting

Track funds, expenses and transactions

Many types of applications fall under the umbrella term “nonprofit management software,” which support a multitude of organizational processes and tasks.

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