Software Advice BuyerView: Fundraising and Donor Software Report

Insight into today's software buyer
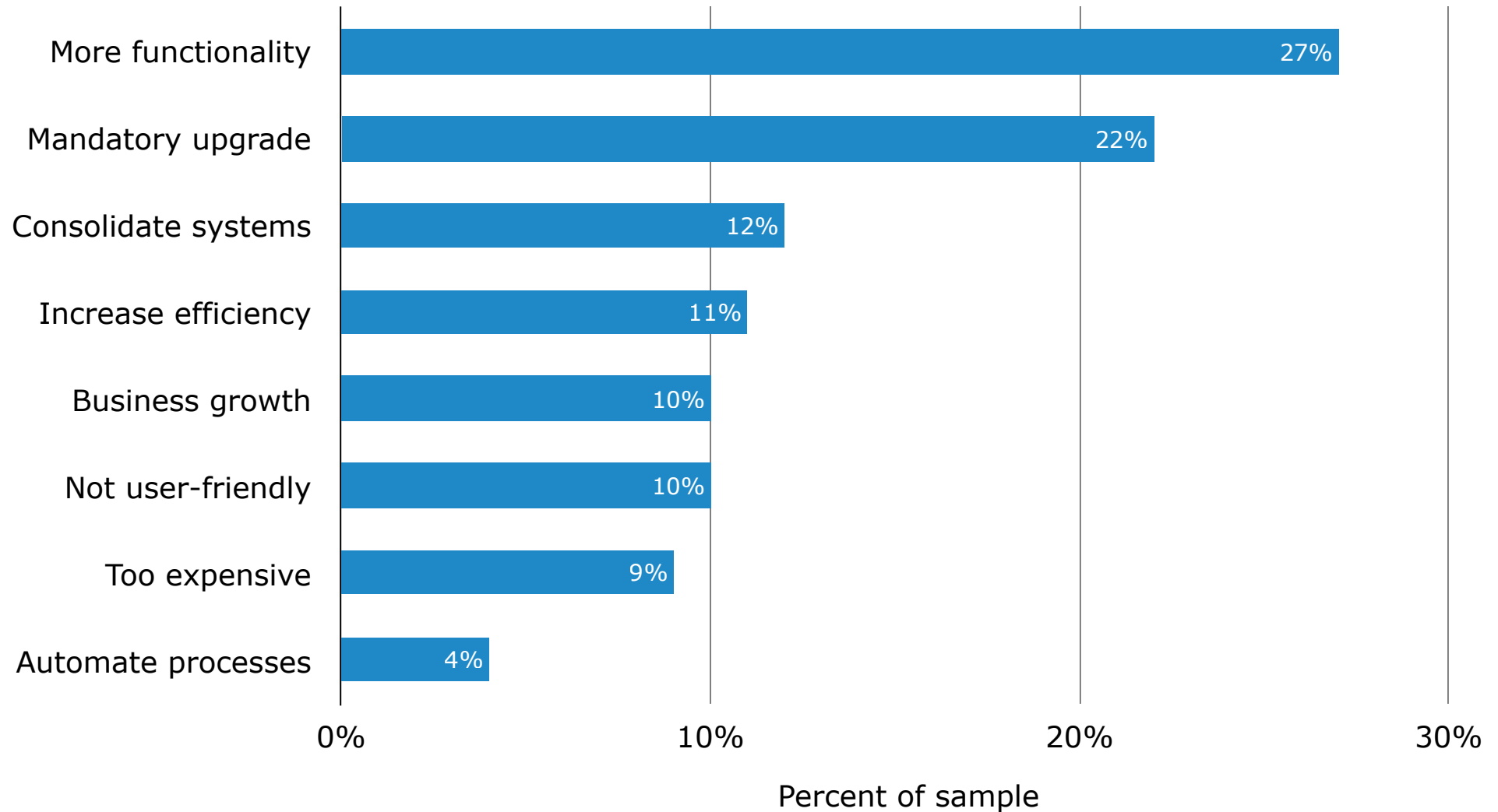
Software Advice™

Abstract

Each year, thousands of nonprofit professionals contact Software Advice for recommendations on fundraising and donor management solutions. These interactions are a tremendous resource for uncovering market trends.

We analyzed a random sample of interactions from the past year for insights on what drives buyers to search for new software and the functionality they seek.
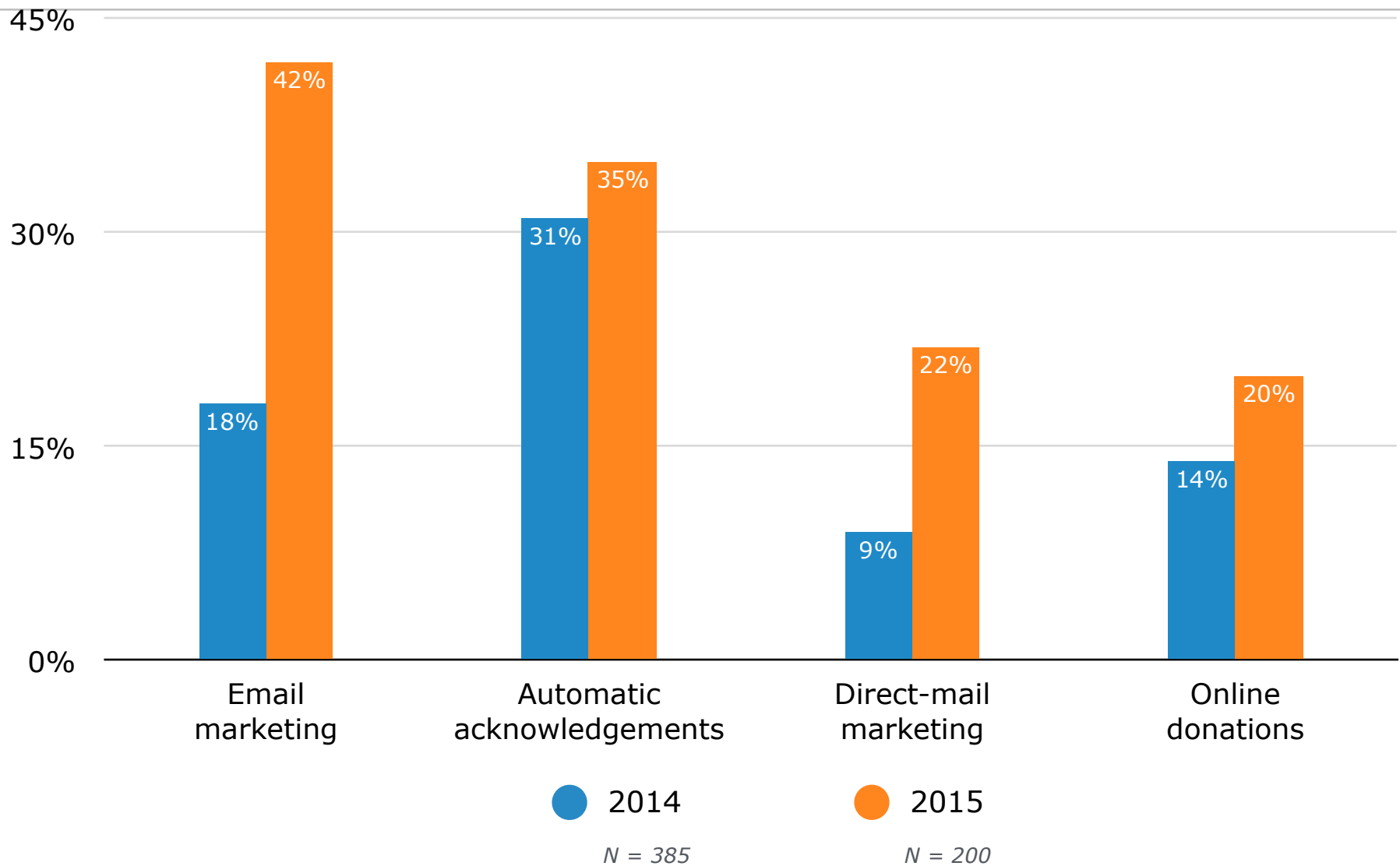
Here are three key findings:

- A need for more functionality and changes to, or the expiration of, an existing contract are the top purchase drivers for 27 percent and 22 percent of prospective buyers, respectively.

- Forty-two percent requested built-in email marketing and outreach tools—a 133 percent increase over last year.

- In a sub-sample of buyers who want fundraising software that integrates with another application, 57 percent want accounting integration.

More Functionality, Mandatory Upgrades Top Purchase Drivers

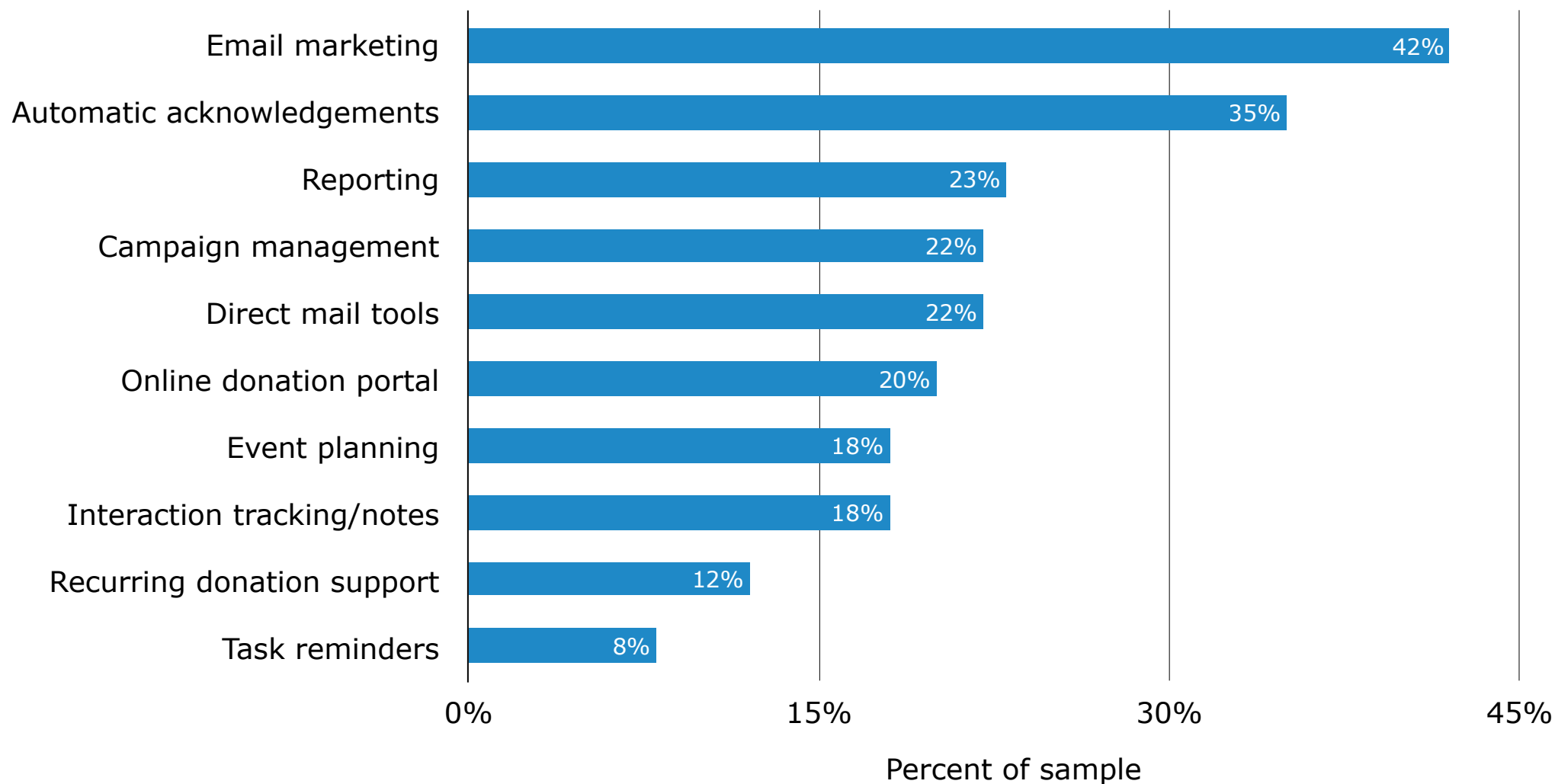| Category	Percent
More functionality	27%
Mandatory upgrade	22%
Consolidate systems	12%
Increase efficiency	11%
Business growth	10%
Not user-friendly	10%
Too expensive	9%
Automate processes	4%

Percent of sample

The most common reasons for replacing software are to obtain more functionality (27 percent) and deal with mandatory upgrades to contracts (22 percent).

26 Percent Want to Automate Constituent Communications

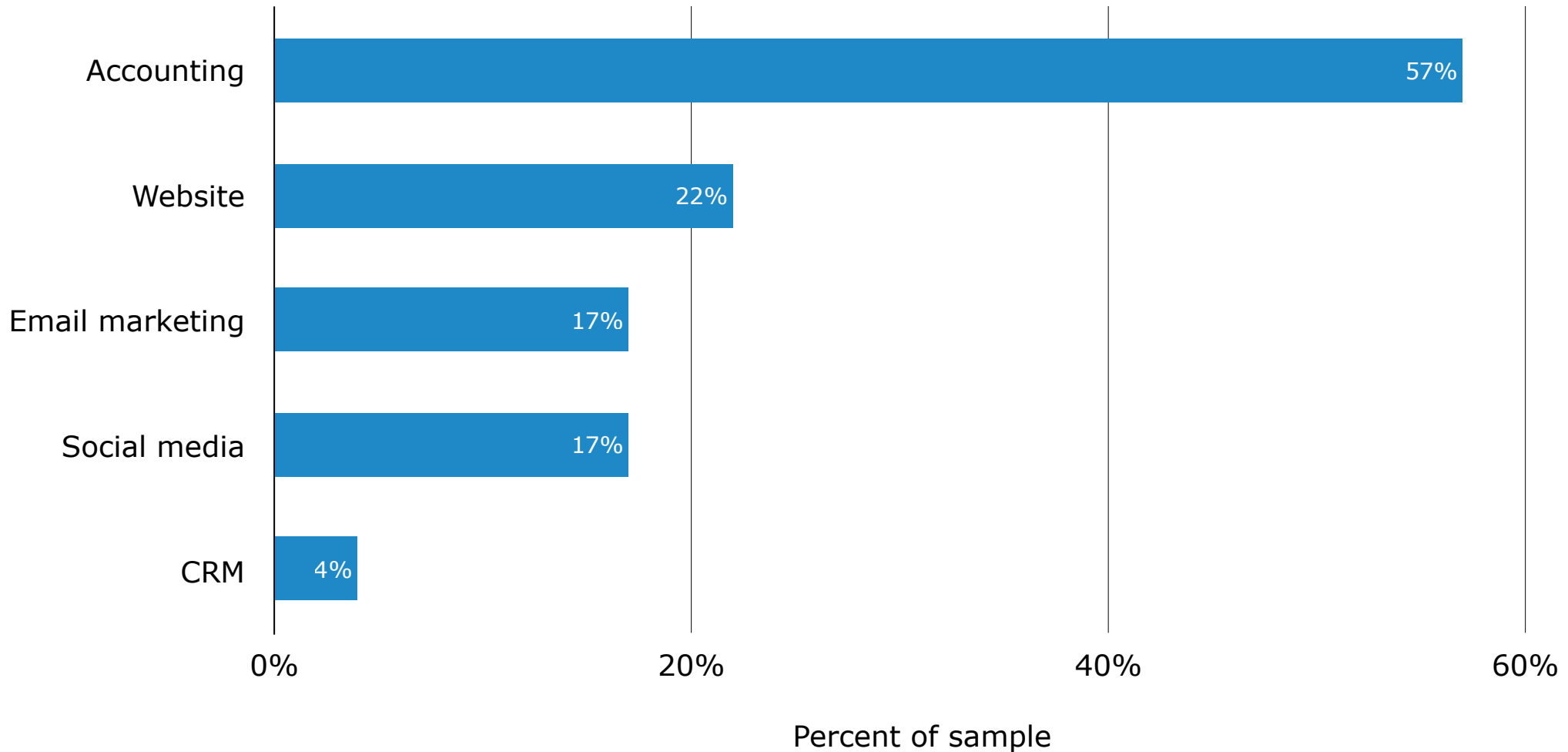|	Email marketing	Automatic acknowledgements	Direct-mail marketing	Online donations
2014	18%	31%	9%	14%
2015	42%	35%	22%	20%

2014 — N = 385
2015 — N = 200

Over one-third of buyers request communication features, including email marketing, automatic acknowledgements, direct-mail and online donation support.

Data Management Features Also Highly Desired

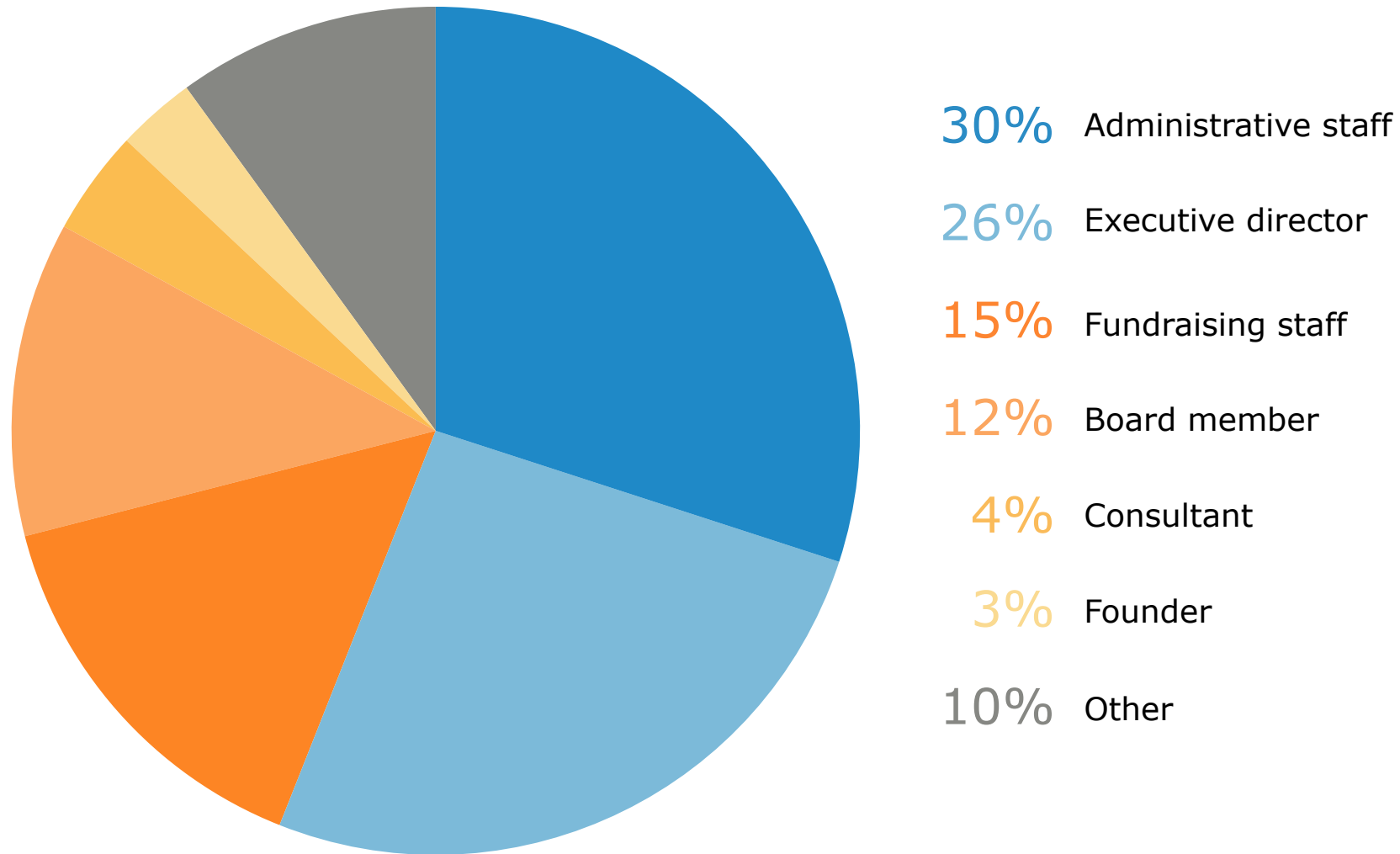| Feature	Percent of sample
Email marketing	42%
Automatic acknowledgements	35%
Reporting	23%
Campaign management	22%
Direct mail tools	22%
Online donation portal	20%
Event planning	18%
Interaction tracking/notes	18%
Recurring donation support	12%
Task reminders	8%

Percent of sample

In addition to communication tools, buyers want features for data management and analysis, such as reporting, campaign management and interaction tracking.

Accounting Most–Requested Third–Party Integration

Category	Percent of sample
Accounting	57%
Website	22%
Email marketing	17%
Social media	17%
CRM	4%

Percent of sample

Nonprofits often link together two or more systems to function as one. Integration with accounting software is most critical in that case for 57 percent of buyers.

Software Often Evaluated by Administrative Staff

30% Administrative staff

26% Executive director

15% Fundraising staff

12% Board member

4% Consultant

3% Founder

10% Other

Surprisingly, administrative staff and executive staff—not fundraising and development staff—are the key evaluators of fundraising and donor software.

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