

Software Advice BuyerView: Fundraising and Donor Software

Insight into today's small business software buyer

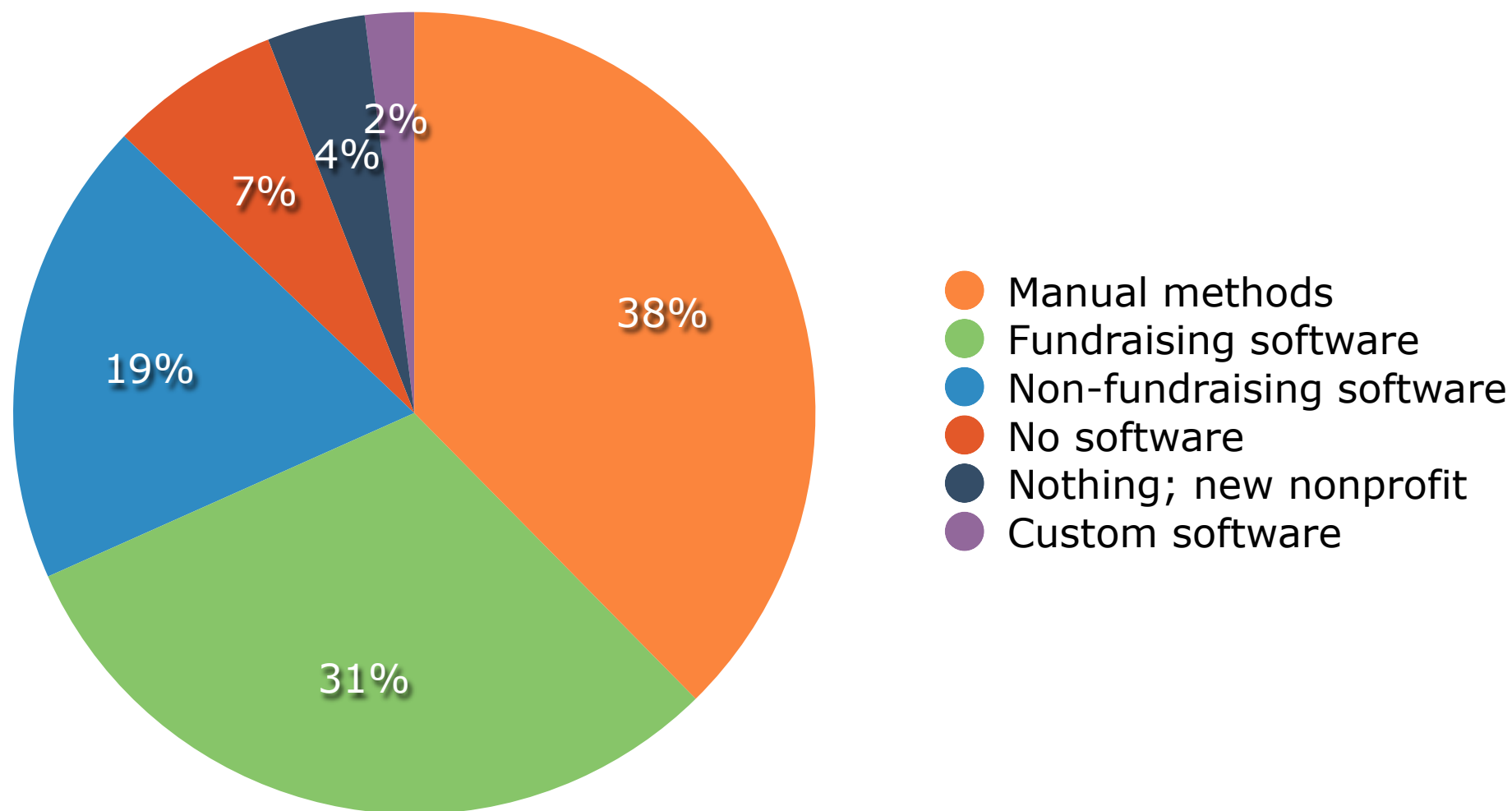
Abstract

Every year, Software Advice speaks to thousands of nonprofit organizations looking for the right nonprofit management software. We recently analyzed a random sample of these interactions with small-business buyers (nonprofit organizations with annual revenues of \$100 million or less), to uncover common pain points and reasons for purchasing new software.

Key findings include:

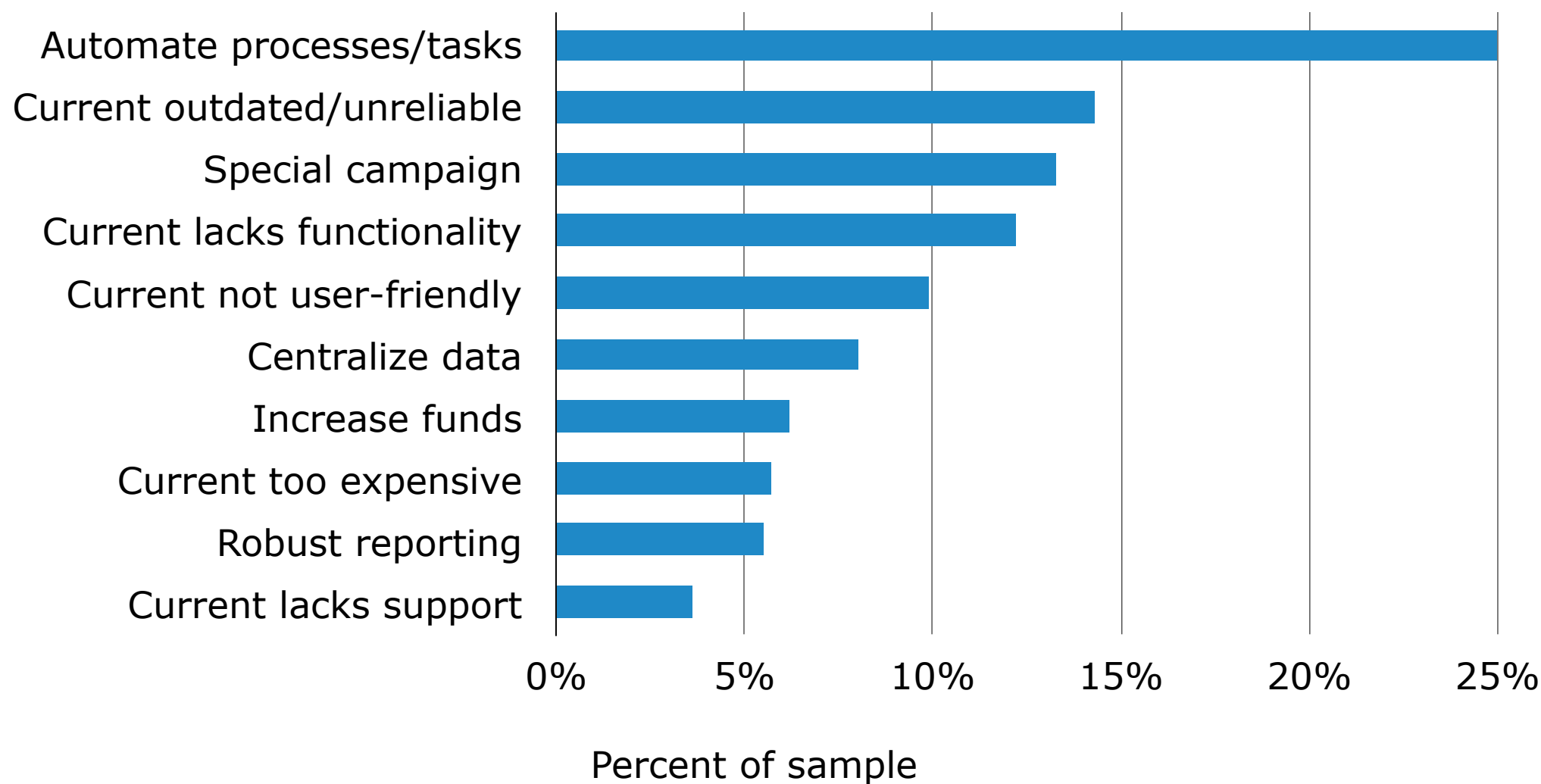
- Thirty-eight percent of buyers were tracking donations and donor information manually.
- Most buyers were seeking software in order to automate the most common fundraising management tasks.
- Thirty-one percent of buyers requested software that automatically generates acknowledgement letters and receipts.

Many Buyers Track Donor Data Manually



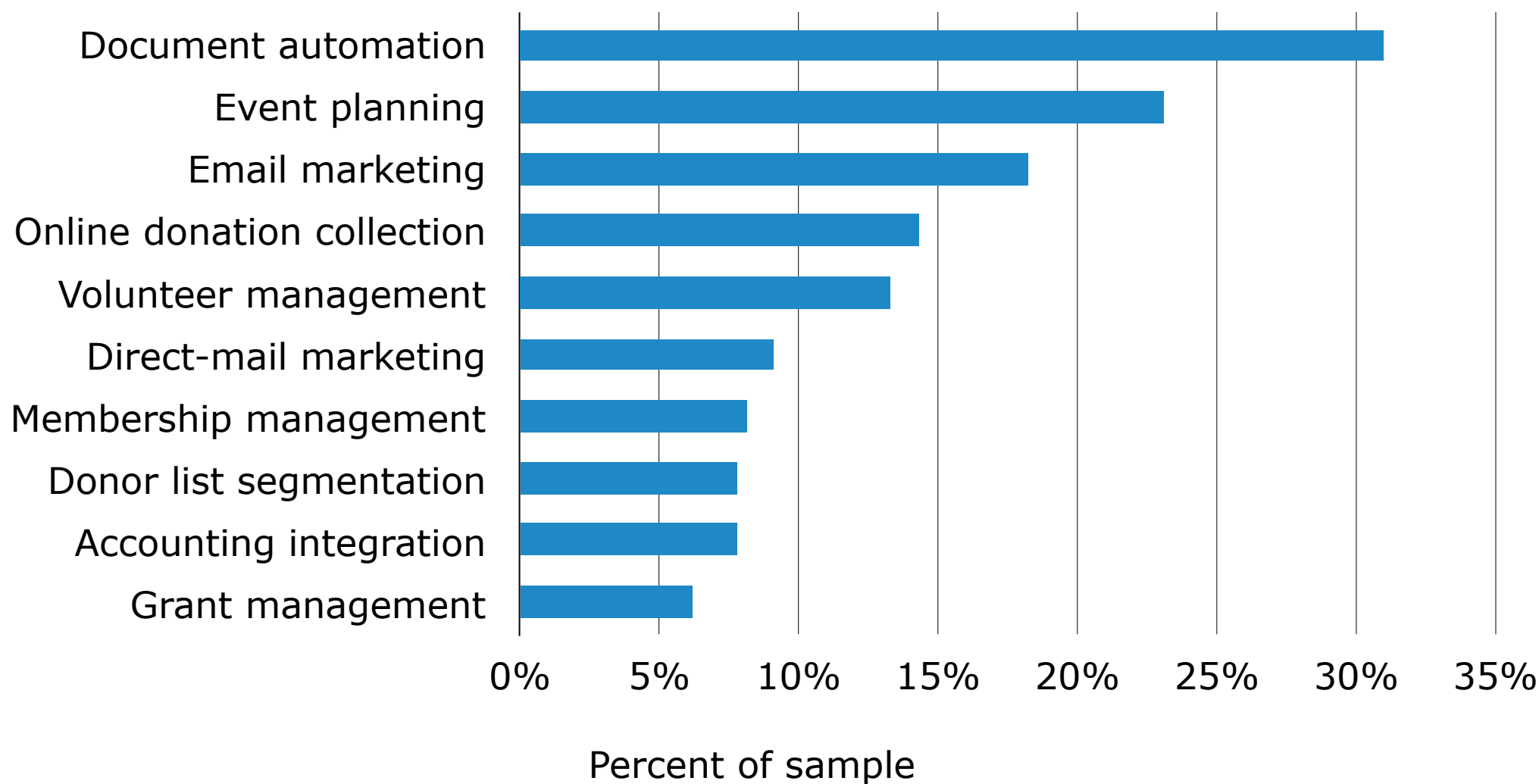
Thirty-eight percent of buyers use manual methods, such as spreadsheets, to manage donor data and a combined 52 percent rely on some type of software.

Need for Automation Is Top Reason for Evaluation



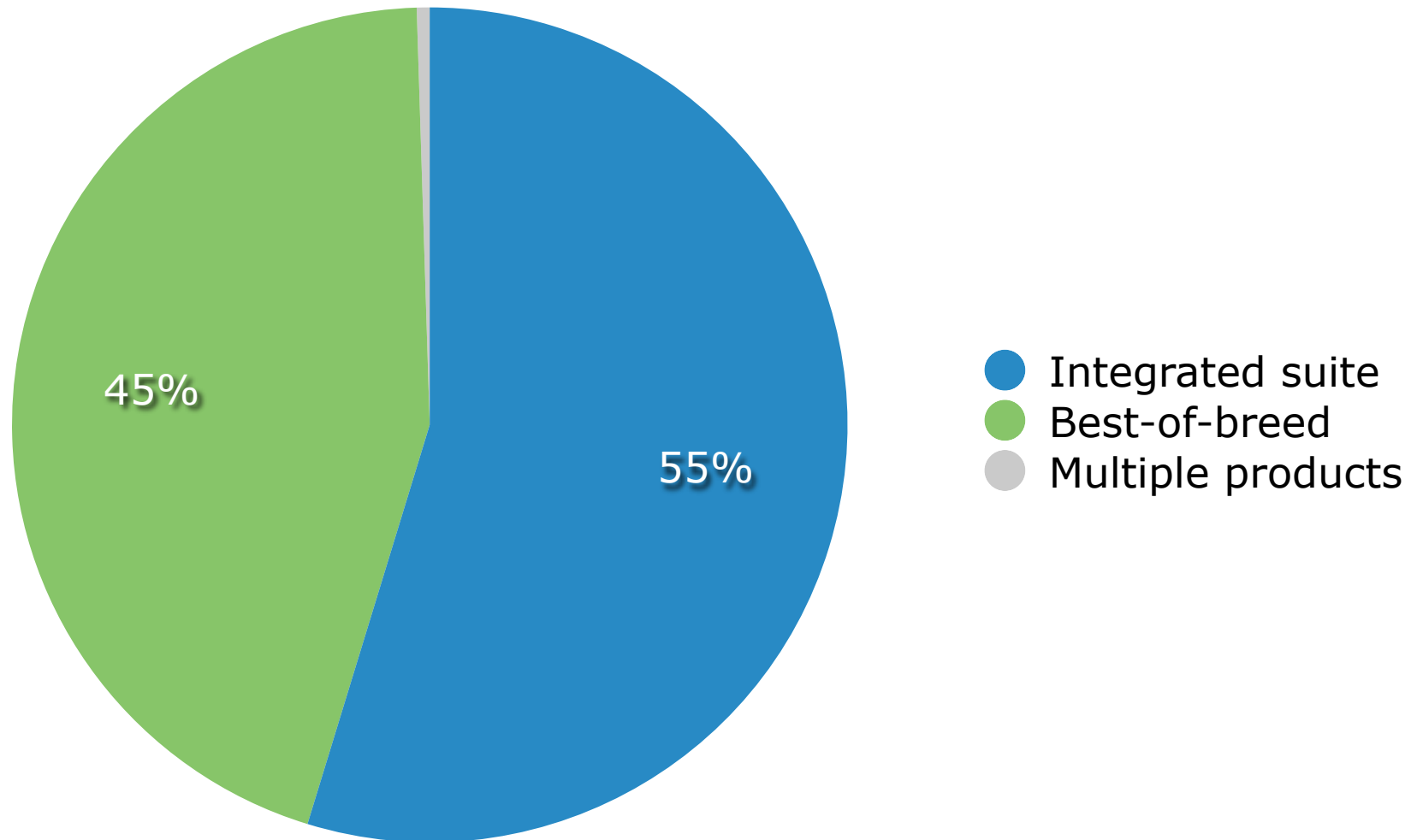
The main reason for evaluating fundraising and donor management applications is to automate time-consuming tasks that strain a nonprofit's limited resources.

Document Automation Is Most Requested Feature



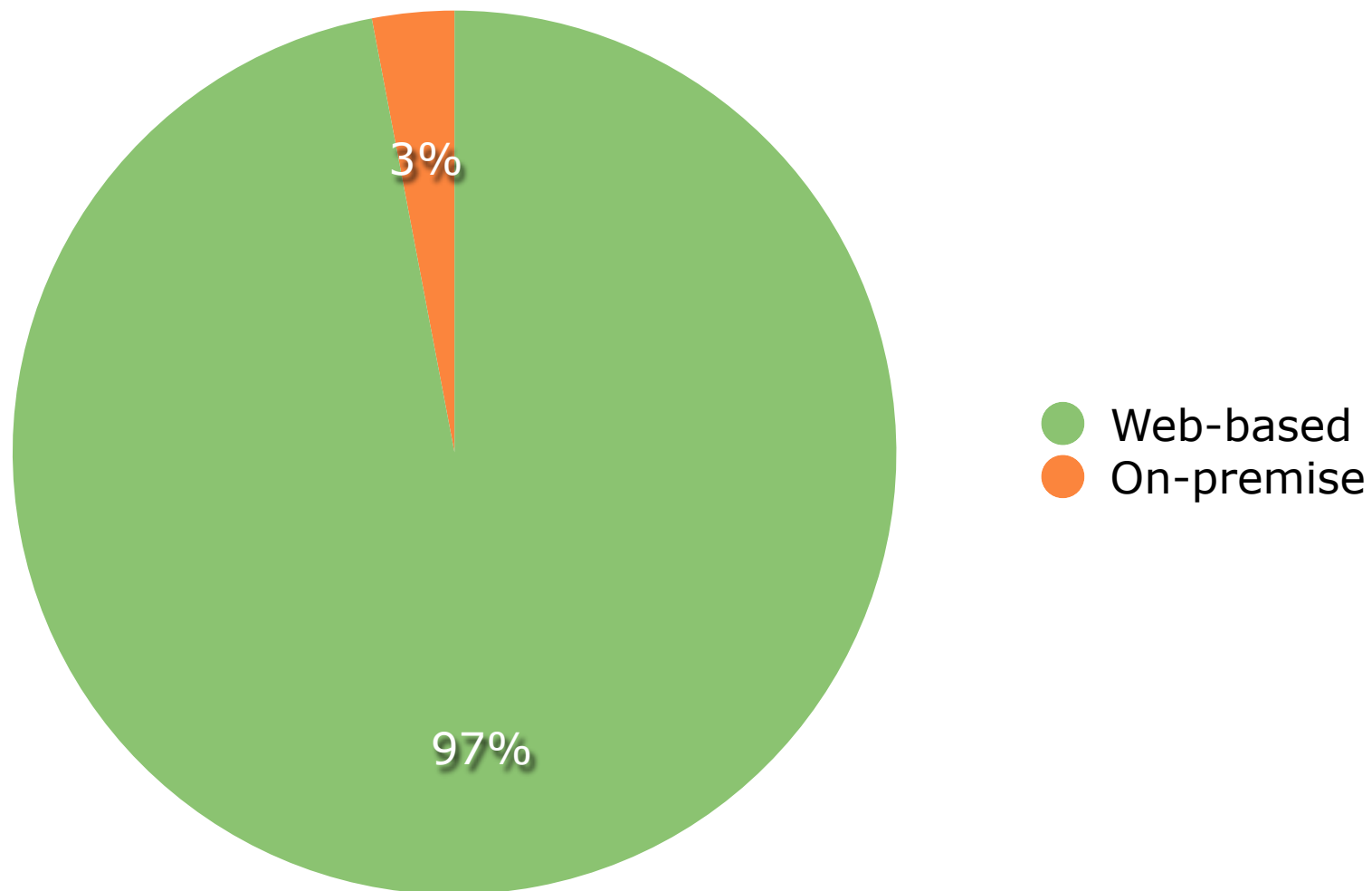
Document automation was requested by 31 percent of buyers, primarily to streamline the creation and sending of donation acknowledgements and receipts.

Buyers Prefer Integrated Suites of Software



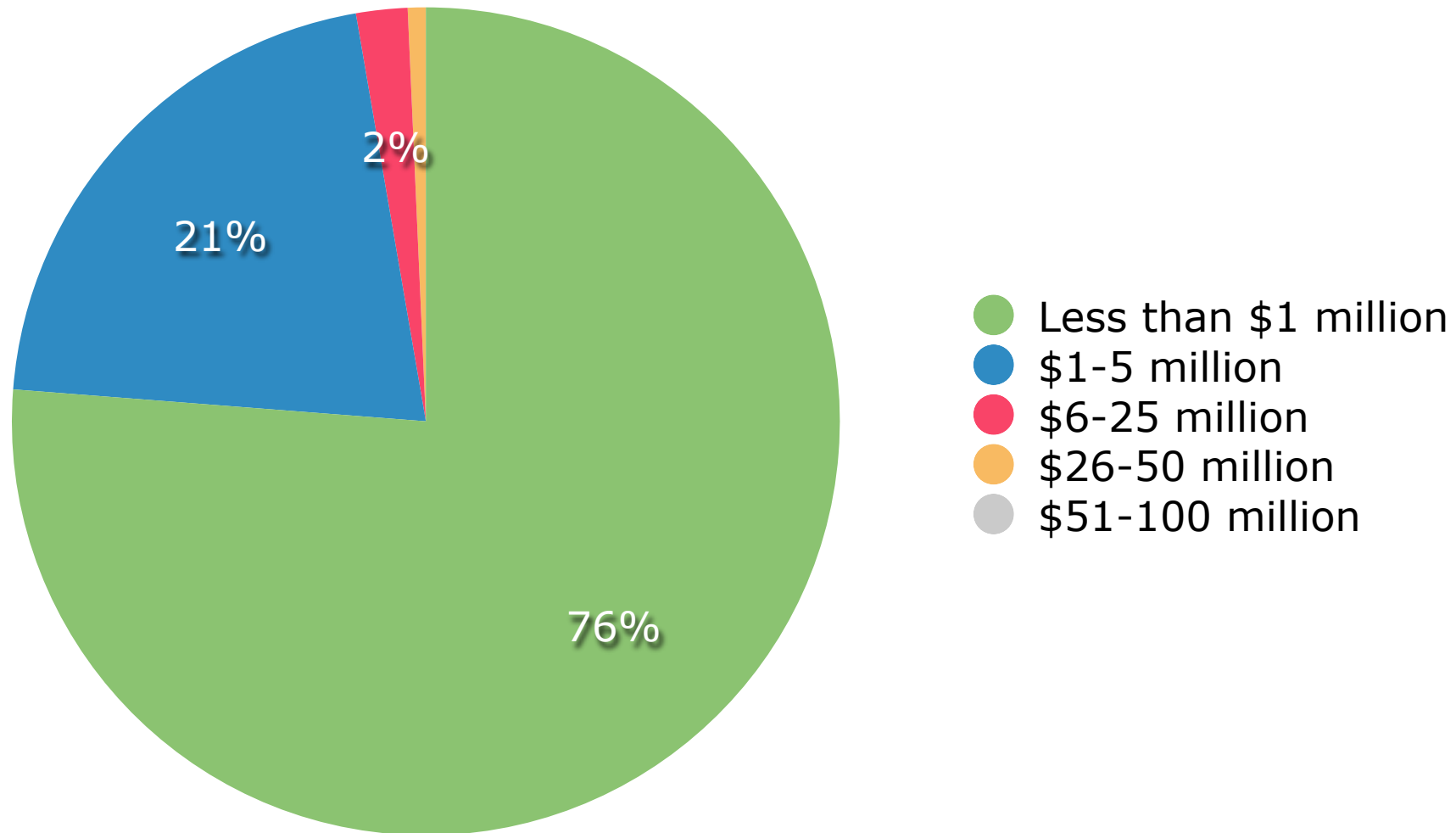
Fifty-five percent of buyers said they prefer software suites that support multiple processes, rather than best-of-breed products that support one or two processes.

Buyers Strongly Favor Web-based Deployment Model



Following the trend of most software markets, the vast majority of buyers—97 percent—said they prefer Web-based applications to on-premise solutions.

Most Buyers Evaluating Software for Small Nonprofits



A combined 97 percent of our sample was comprised of software buyers representing organizations with annual revenues of \$5 million or less.

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