2019 SUMMER
CUSTOMER SUCCESS REPORT
NONPROFIT CRM SOFTWARE CATEGORY
NONPROFIT CRM SOFTWARE OVERVIEW

Nonprofit CRM software is designed to manage the relationship between nonprofit organizations and constituents like members, volunteers, and donors. The solution enables organizations to attract and employ members who can provide financial support or do volunteer work. It can be utilized for outreach, PR, marketing, and fundraising efforts. Managers leverage nonprofit CRM to monitor the effectiveness of their marketing campaigns and to estimate the performance of their members in activities such as fundraising, event management, etc.

Nonprofit CRM software integrates with accounting, payment, grant management, fundraising, marketing, and sales solutions. It provides functionalities to create, track, and manage, marketing campaigns. The platform also includes lead management tools to perform marketing activities.
The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings. The overall Customer Success ranking is a weighted average based on 3 parts:

**Content Score** is affected by:

1. Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
2. Customer reference rating score
3. Year-over-year change in amount of customer references on FeaturedCustomers platform
4. Total # of profile views on FeaturedCustomers platform
5. Total # of customer reference views on FeaturedCustomers platform

**Market Presence Score** is affected by:

1. Social media followers including LinkedIn, Twitter, & Facebook
2. Vendor momentum based on web traffic and search trends
3. Organic SEO key term rankings
4. Company presence including # of press mentions

**Company Score** is affected by:

1. Total # of employees (based on social media and public resources)
2. Year-over-year change in # of employees over past 12 months
3. Glassdoor ranking
4. Venture capital raised

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**Customer Success Report Award Levels**

**Market Leader**
Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.

**Top Performer**
Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.

**Rising Star**
Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.
2019 Customer Success Awards

Check out this list of the highest rated Nonprofit CRM Software software based on the FeaturedCustomers Customer Success Report.

Market Leaders:
- Blackbaud
- DonorPerfect
- Kindful
- Neon

Salesforce.org
- Salsa

Top Performers:
- Aplos
- Bloomerang
- CiviCRM
- Virtuous

Rising Stars:
- Ailton
- ClearView CRM
- Keela
ABOUT AGILON

Agilon provides Donor Management CRM to help nonprofits manage their fundraising and communications. The full system includes Event Management, Scholarships, Memberships, Online Community and Email Delivery. More than just donor database software, they give you the tools to get there and coach you along the way. Agilon’s One is offered as both an installed solution (on your internal network) and as a hosted solution.

“"The Agilon Team is a valued resource for Cleveland Clinic’s fundraising operations! They are fantastic collaborators and have been with us every step of the way - from our legacy system, guiding us through our database conversion to ONE, and now always fine tuning processes and exploring new ideas and concepts with us! In the midst of our centennial...""  
Victoria Newman  
Director, Gift Accounting and Analysis, Cleveland Clinic Philanthropy Institute

“"Agilon's ONE provides a comprehensive suite of tools for your organization's fundraising needs. Customer support exceeds anything I have ever gotten from another software vendor, whether it is for installation, configuration, customization, even integration with other software.""  
Dale Withroder  
Database Technology Administrator, Kansas State University

“"I can't imagine how we would have undertaken this project without Agilon's help and support. Agilon has been extremely helpful and responsive.""  
Kirsten Steinke  
Marketing Communications Coordinator, University of Colorado Foundation

“"We worked with Agilon to design and customize dozens of email templates that can be reused again and again. When the President's office (of the university system) called and wanted to send a year-end message to all alumni, we were able to adapt one of the templates to get the message out quickly. On short notice, we sent the email to over 41,000...""  
Gayla Bruning  
Director of Information Systems, Southern Illinois University Edwardsville

Customer references from happy Agilon users

VIEW ALL REFERENCES
ABOUT APLOS

Aplos Software specializes in web-based software that makes it simple to manage nonprofits. Named “an excellent choice for nonprofits” by CPA Practice Advisor, Aplos aims to make its software simple and intuitive, while maintaining excellence in accuracy, affordability, security, and online accessibility. The Aplos suite of nonprofit software includes Aplos Accounting, a fund accounting software; Aplos Donor Management, a donor management software; Aplos e-File, a tax-prep and submission software; and Aplos Oversight, a management software for accountants or administrators to easily oversee the finances of multiple nonprofits or churches.

“"There is no other software that matches its effectiveness and affordability in managing chapter finances.””
Damon Kirkpatrick
Director of Development & Operations, Georgia State Parks and Historic Sites

""It's a dynamic, simplistic accounting system that I feel fits the church's needs, but also our mission.””
Warren Curry
Senior Pastor, Life Changers Church

""Aplos is easy to understand and blends well with our nonprofit needs. It is easy to teach others on and they have great support.” He also said, “I strongly recommend you look into this product. It's tailor made for CBOs who need a simple, yet functional, software to take care of its internal office needs.”
Artie Padilla
Executive Director, Every Neighborhood Partnership

""Aplos has allowed a small non-profit organization like us to find a tool that was very easy to set up, customize and use for our purposes. It really fit our needs well. It provides great printouts of the information that we need to share with board members or state regulatory agencies.”
Pamela Upgren
President, Providence Ranch Ministries
ABOUT BLACKBAUD

Blackbaud is the world’s leading cloud software company powering social good. Serving the entire social good community—nonprofits, foundations, corporations, education institutions, healthcare institutions and individual change agents—Blackbaud connects and empowers organizations to increase their impact through software, services, expertise, and data intelligence. The Blackbaud portfolio is tailored to the unique needs of vertical markets, with solutions for fundraising and CRM, marketing, advocacy, peer-to-peer fundraising, corporate social responsibility, school management, ticketing, grantmaking, financial management, payment processing, and analytics.

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Customer references from happy Blackbaud users

VIEW ALL REFERENCES

"I share with colleagues constantly that Blackbaud has the absolute best, second-to-none training of any company I have ever dealt with."
April Proulx
Programs Director, Boy Scouts of America

"Blackbaud Merchant Services and Online Express have been great additions. Blackbaud Merchant Services eliminates the need for a third party, which would be another service to manage. Online Express is simple to use and executes professional emails."
Karen Stuhlfeier
Database Manager, St. Paul Academy and Summit School

"The new website is our main communications vehicle. It needs to be modern, up-to-date, and have the look and feel that represents us. It now serves that role. With this solid platform, we can continue to improve on what we have moving forward to widen our reach."
Petra Tuomi
Vice President, Marketing and Communications, ADAPT Community Network

"Having all of our software in the Blackbaud product suite allowed our staff to become more efficient and spend more time on their mission."
Brian Miller
Donor Relations Director, New Life Media
ABOUT BLOOMERANG

Bloomerang helps nonprofit organizations to reach, engage and retain the advocates they depend on to achieve their vision for a better world. Their cloud based donor management software is rooted in principles of philanthropy, simple to use and focused on empowering your team to achieve remarkable results through enhanced donor loyalty. Bloomerang is designed to deliver maximum results, maximum utilization by your team and maximum flexibility with no need for additional technology spending on your part. Plugging in the latest technologies and delivering them with a clean, modern interface and with the added benefit of donor retention insights, their system is your “go-to” for better fundraising.

“"We chose Bloomerang, because it was such an intuitive system, and we also just liked the look of it. We’re a very design-focused nonprofit, and so we really liked how it looked and kind of how it was a little quirky and funny and made it fun to get into the system. Bloomerang is awesome, because it’s cloud-based so I can have my boss on the system at...""

Claire Bailey
Development Manager, Young Actors Theatre

“Since our data was added to Bloomerang, we spend less time searching for information or manually creating reports and more time on what truly matters – our constituents and more so, the children we serve.”

Natalie Carducci
Program Assistant, Virginia Beach CASA

“We are receiving more online donations and we have increased our dollars raised over year one, 2016. We are retaining 50% of our donors. We need to connect with them more often via email newsletters.”

Joan Mumaw
President, Friends in Solidarity

“Donor retention and dollars raised have both increased since switching to Bloomerang. The increase in our donor retention rate has been the most notable because this metric gives the Board very tangible data that they can use to identify donors they need to connect with.”

Jennifer Ruppe
Executive Director, Guilford Green Foundation

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Customer references from happy Bloomerang users
ABOUT CIVICRM

CiviCRM helps organizations grow and sustain strong relationships over time. CiviCRM is free, libre and open source, Web-based platform that helps organizations realize their missions through fundraising, events management, mass-mail marketing, peer-to-peer campaigns and more via one unified solution.

"Our new CiviCRM has made an enormous difference to every aspect of our business. Our staff can quickly and efficiently locate member records, run reports, enable prompt payments and ensure member details are up to date. It has dramatically streamlined our administrative processes, allowing us to spend more time helping our members.”

Brianna Casey
Chief Executive Officer, Australian Childcare Alliance

"We save 'time and trouble' and have better control of our activities and events. Before CiviCRM, we just had an idea of what was happening, but didn't have contact names or hard data to back it up. We were keeping track of things in our heads. The system thinks the same way we think.”

Alessia Paolicchi
Executive Director, The Italian American Chamber of Commerce of Texas

"With CiviCRM we manage our Donors Database much more effectively. We can send massive mailings, invite donors to our events and charge monthly contributions from our donor's credit cards.”

Juan Marcos de Vera
Fundraising, Fundación Instituto Leloir

"Implementing the CRM (CivicCRM) made an immediate impact on the way we manage our customers, our functions and events. The automated processes have saved us so much time. It has been by far the most valuable software the Chamber has implemented in recent times. We can highly recommend that every business, large and small, put in place...

Jacqui Warnock
Executive Assistant, Fremantle Chamber of Commerce
ABOUT CLEARVIEW CRM

ClearView CRM, offers donor-relationship management, online marketing and operational tools; business intelligence and reporting; and professional services to help nonprofits of all types deepen donor relationships, manage fundraising activities and make informed decisions. Many nonprofit organizations have long relied on SofTrek’s expertise, products, services and support. Clients include Canine Companions, Catholic Relief Services, Cystic Fibrosis Foundation, Dana-Farber Cancer Institute, Lincoln Center for the Performing Arts, The Navigators, and The Trust for Public Land.

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Customer references from happy ClearView CRM users

VIEW ALL REFERENCES

“Dana-Farber has used [ClearView CRM] since 2001 and continues to find that it meets our needs for a powerful, stable and full featured fundraising application. Our Development staff of 150+ rely on various modules and reports to track and plan fundraising activities on a daily basis. It is a vital tool in the efforts to raise substantial funds in support of the…

Mary C. Meadows
AVP, Development Information Systems, Dana-Farber Cancer Institute

“Using the amazing functionality, ClearView delivers a webified donor maintenance system that both the highly functional IT professional and the casual executive can utilize with ease.”

Marc Aragundi
The Navigators

“We asked for the impossible and ClearView CRM delivered. We were trying to get our old donor management software through the 2010 busy season, but it wasn’t to be. One day we weren’t able to get data out. I sat with my team and we called ClearView CRM for help. The next day we were in front of their technical team and we started the conversion. As…

Stuart Harper
Executive Director, Buffalo City Mission

“Hadassah has customized [ClearView CRM] extensively to meet our unique business needs. In addition, we’ve converted four databases into one donor database. We now have our member and donor information in one location along with our custom modules. Our membership and fundraising departments are better able to view a member or donor’s complete…

Lynn Blackwell
Director of IT Applications, Hadassah
ABOUT DONORPERFECT

DonorPerfect Fundraising Growth Platform empowers you to achieve the goals that are meaningful to your organization. Whether you’re a new nonprofit or an established entity, your DonorPerfect can be personalized to serve your fundraising needs today and expand with you over time as your organization’s challenges and opportunities evolve.

“I have always been very satisfied with DonorPerfect's ability to meet our needs. I have worked with it for more than 15 years and heartily recommend it to nonprofit fundraisers.”

Michael Wajda
Associate Secretary for Development, Friends Central School

“When other nonprofits ask me about DonorPerfect, I can tell them what they were hoping to hear: It will make your life easier and help you raise more funds.”

Troy Salsbury
Development Manager, Asheville Humane Society

“Overall, I truly love DonorPerfect. I have personally used it for over 10 years and to see all the changes has been amazing - it truly gets easier and easier with each upgrade!”

Michelle Laxson
Database Manager, Central Asia Institute

“I love DonorPerfect! I'd rate it a 10 - easy to learn, easy to customize, powerful enough to do what I need without loading up on a bunch of features I'll never use.”

Molly Sasse
Chattanooga Symphony and Opera
ABOUT KEELA

Keela is an impact technology company committed to building specialized solutions for the nonprofit sector. They believe that productive tools should be accessible and affordable, especially for those working for the greater good.

"Keela helped us eliminate workflow redundancies and reduced our five hour process down to one hour after each event. This saves us over 160 hours of staff and volunteer time per year."
Steve Coombe
Vice President, Board of Directors, Vancouver Metropolitan Orchestra

"Our online donations have become much simpler — both for the donor and for our record keeping and payment processing. Recurring donations are so much easier now with Keela!"
Julie Vargo
Director of Finance, Amargosa Conservancy

“It allows us to manage all our stakeholders in one place! Including donors, volunteers, e-news subscribers and event participants. And the customer service is THE BEST I've ever experienced.”
Annastasia Forst
Managing Director, Writers’ Exchange

“We’ve all been impressed by Keela. It lets you focus on other parts of the organization because you don’t have to be in it all the time.”
Claire Smallwood
Executive Director, SheJumps
ABOUT KINDFUL

Kindful was founded with a simple idea in mind: nonprofits should be able to spend less time focused on the database and more time focused on the mission. With a beautifully designed, intuitive CRM solution that seamlessly works with all your fundraising tools, Kindful help you stay away from your computer so you can stay in front of your donors. Stop wasting time with clunky databases, manual import-export integrations and confusing analytics. Kindful is your fully integrated online fundraising CRM.

“I love that we are able to see running totals for campaigns. If I want to see how donations totals for the learning center, I can easily run a report.”

Rosalyn Forbes
Director of Development, Sunday Breakfast Rescue Mission

“You cannot compare the two experiences – they are totally different. Kindful is a superior solution as NeonCRM is simply outdated.”

Gary Pfaff
Executive Director, Harvest107

“Kindful is great because it gives you the data you need quickly and it’s right at your fingertips. The more we’ve learned about the tools within Kindful the more it has helped us improve every fundraising campaign we do.”

Jared DeLong
Marketing Manager, Both Hands Foundation

“Classy is a great crowdfunding platform but that’s where it ends. Kindful, on the other hand, solves [all] these problems. Pure and simple. The incredible issues we had with Salesforce are behind us.”

John Mark Vanderpool
Program Director, LiveBeyond

24 Customer references from happy Kindful users

VIEW ALL REFERENCES

TRUSTED BY

[Images of logos from various organizations]
ABOUT NEONCRM

The trusted all-in-one donation and membership platform for nonprofits. NeonCRM offers our core CRM solution plus websites and powerful tools like dashboards, automation and more. Easily integrate with trusted partners such as QuickBooks, Constant Contact, DonorSearch and MailChimp. Our fully integrated database lets staff and volunteers quickly engage with donors, volunteers, members and your board via built-in email, edit and manage records and create growth campaigns. Webforms, event management, payment processing, automation and more all baked in for prices as low as $50/month.

“What used to take upwards of 25 hours per week now takes about 15 hours, which provides an additional 10 hours of staff time per week that we can use to focus our efforts on proactive fundraising, marketing, and event initiatives.”

Megan Scheibe
Director of Development & Marketing, Lawrence Humane Society

“Making the switch made sense financially from the get go. The expense was easily offset by bringing everything into one program, without even taking into account the growth we’ve experienced since using Neon.”

John King
Board Chair, Wyoming Equality

“We’ve saved the equivalent of 1/2 a full-time position due to Neon's efficiency, ease of use, and capacity to deliver a front-end website integrated with the CRM.”

Helen Osman
Texas Catholic Conference of Bishops

“When there is a turnover, there is a loss of knowledge, that is when support comes in as critical. Reach out to Neon to get the education and resources to get you up to speed quickly.”

Beatriz Valdez
Executive Director, CASA of Cook County
ABOUT SALESFORCE.ORG

Salesforce.org is based on a simple idea: leverage Salesforce’s technology, people and resources to improve communities around the world. Salesforce.org call this integrated philanthropic approach the 1-1-1 model. Since 1999, Salesforce technology has powered more than 29,000 nonprofit and education institutions; Salesforce and its philanthropic entities have provided more than $128 million in grants; and Salesforce employees have logged more than 1.6 million volunteer hours throughout the world.

“ExactTarget Marketing Cloud gives us ways to measure the effectiveness of our community outreach. It helps us to gather and analyze information so we can focus on turning what we learn into actionable strategies.”

Laura Howe
Vice President of Public Relations, American Red Cross

“Salesforce understands our business. Education is very different than just any other business, so it’s nice to work with a company that understands where we’re coming from.”

Cristina Raecke
Executive Director of Marketing, Florida International University

“We chose Salesforce because it was very flexible and easy to customize. That was very important to us — to ensure that this became our CRM, and had our language and processes.”

Nick Clayton
Senior Director of Global Sales, Harvard Business Publishing

“The more we can share, learn, and improve our outreach, the more proficient we’ll become at being efficient, coordinated, and move toward One Day when all children have access to an excellent education.”

Paul Chernick
Senior Managing Director, Teach For America
ABOUT SALSA LABS

Salsa Labs is a technology company that provides powerful fundraising, advocacy and marketing software to nonprofit organizations helping them Engage and Change the World. Salsa’s leading supporter engagement suite combines marketing automation, email marketing, online fundraising, and online advocacy, with an award-winning nonprofit CRM for powerful donor and constituent relationship management. The company fuels more than 3,000 organizations and 10,000 nonprofit professionals to deliver on their mission! Salsa Labs has offices in Pittsburgh, PA, Bethesda, MD, and Austin, TX.

"Everything is integrated with Salsa. It’s just what we need to help spread the word, build targeted campaigns and track the performance of our campaigns.”

Diana Onken
Director of mobilization, Save the Children Action Network

"It was really nice to have registration, checkout, and donation collection all in one place and watch our thermometer go up!"

Anna Waigand
Special Events and Development Associate, Animal Welfare League of Arlington

"We simply wouldn’t be able to do our jobs, here at NSAC, if we didn't have a tool like Salsa for petitions and emailing your legislator. Those are the kind of tools that help take people from passive information receivers into engaged grassroots advocates and that is what absolutely makes a difference when it comes to influencing policies.”

Sarah Hackney
Grassroots Director, National Sustainable Agriculture Coalition

"Salsa has made it easy to find the people who care about particular topics and personalize our communications to them. We’ve grown our supporter base by 6,000 constituents since starting with Salsa in 2016.”

Diego Sanchez
Advocacy Director, PFLAG
Virtuous is the new generosity platform helping charities raise more money and create more good. They believe that charitable giving is about personal connections, not sales transactions. Generosity is driven by their passions and relationships and givers want to feel like they are part of a movement bigger than themselves. Virtuous to help charities create personal connections with givers by truly understanding what makes each giver tick. Their software analyzes data inside and outside of your organization - and then bubbles up the BEST ways for you to build a lasting relationship with your givers.

“We had used eTapestry previously, and Virtuous better supports our efforts to communicate impact with its user-friendly interface and organization.”
Stephanie Trevino
Donor Relations Manager, The Exodus Road

“We love how the Virtuous team thinks. They are building a database for the future... not dragging an old system forward. They’re building a system for relationships first.”
Sheryl Root
Partner Database Manager, OneHope

“We really appreciated that Virtuous was willing to work with and integrate with other systems. Virtuous isn’t an email marketing tool or peer-to-peer fundraising tool, but instead focuses on being a great CRM and integrating with others. We felt... [other CRMs]... tried to provide a multitude of services under one platform and could only do so by providing...
Jeanne Honsaker
Vice President of Advancement, The Exodus Road

“I made it my mission to make a personal friend out of every donor. That was a noble goal that quickly became impossible as we grew. A person can only hold so many things in their head at once. Virtuous holds all that stuff so that my brain is free to hold other things until I need to retrieve that information.”
Ray Deck III
Founder & Executive Director, Skookum Kids