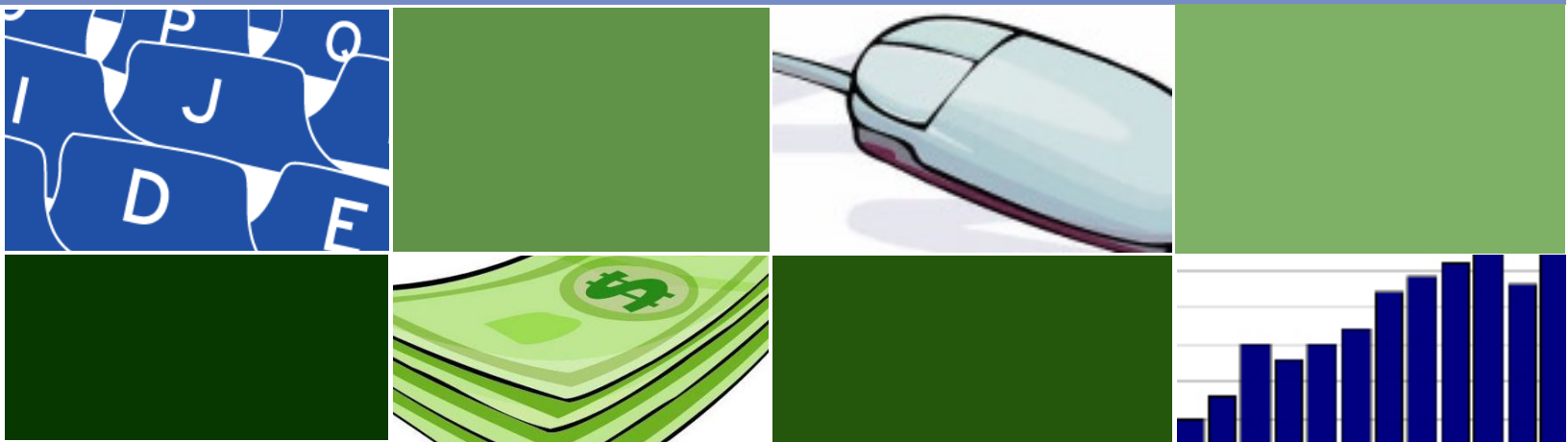




idealware

A CONSUMERS GUIDE TO
LOW COST DONOR MANAGEMENT SYSTEMS



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This is an excerpt from a much longer report. For the full report and a comparison of 33 different systems, go to www.nten.org/donor or www.idealware.org/donor.

You're a tiny but growing organization, and price is critical

Money is tight, but you want a solid fundraising base that will last as your efforts get more sophisticated. Only one or two people will use the system. You don't have a lot of donors yet, but you're actively fundraising and expect more.

Best Bets

Giftworks, by Mission Research

eTapestry, by Blackbaud

Donor Perfect Online, by SofterWare Inc

Also Consider

Neon, by Z2 Systems

Exceed! Basic, by Telosa Software

Membership and Fundraising Suite, by Linked Software

You need something easy to set up and use

You don't have any techies on staff, and you want to focus on fundraising, not on technical or configuration matters. You want a solid fundraising system, and price is a factor, but your priority is a low-maintenance system that won't require a lot of training.

Best Bets

Donor Perfect Online, by SofterWare Inc

DonorPro, by TowerCare Technologies

Orange Leap MPX (hosted), by Orange Leap

Also Consider

Giftworks, by Mission Research

eTapestry, by Blackbaud

Sage Fundraising 50, by Sage

LifeLine Nonprofit Management System, by Straight Forward Software, Inc.

Fundraising events are a critical part of your process

You want a donor management system that tracks who comes to your galas, who your table champions are and how much the event raised. You need a system with solid out-of-the-box support for both fundraising- and events-management; the ability to let people RSVP or buy tickets online would be a big plus.

Best Bets

Donor Perfect Installed, by SofterWare Inc

DonorPro, by TowerCare Technologies

Neon, by Z2

Mission Assist, by Donor Strategies

Sage Fundraising 50, by Sage

Also Consider

Total Info, by Easy-Ware

Giftworks, by Mission Research

Orange Leap MPX, by Orange Leap

Exceed! Premier, by Telosa Software

You're pretty tech savvy, and you want a free system

You have very little money to spend, but you're willing to spend your own time to get a system up and running and configured to meet your needs. You've got someone pretty tech savvy on staff or on call who would find it fun to figure out a database and help you adapt it to your needs.

Best Bets

Orange Leap MPX, by Orange Leap

Organizers Database (ODB), by the Organizers' Collaborative

Also Consider

Salesforce.com Nonprofit Starter Pack, by Salesforce.com Foundation

CiviCRM, by Social Source Foundation

Metrix, by Fund for the City of New York

You want to track all your constituents in one system

You do substantial fundraising, but you interact with people in other ways as well—not just event registrants, but other types of people like volunteers, program participants and others—and you want to centralize all that into one system. You want to do it right, and can invest some money or effort if needed.

Best Bets

Donor Perfect Installed/ Online, by SofterWare Inc

Neon, by Z2 Systems

Common Ground CRM, by Convio

Total Info, by Easy-Ware

Sage Fundraising 50, by Sage

Also Consider

DonorPro, by TowerCare Technologies

Orange Leap MPX (installed), by Orange Leap

Community Enterprise, by CitySoft, Inc.

CiviCRM, by Social Source Foundation

eTapestry, by Blackbaud

FundRaiser Select and Professional, by FundRaiser Software

You need to integrate the system tightly with email and your Web site

You do a lot of communications and fundraising online. Any system should be able to talk to your Web site, automatically pull in online donors, let people sign up for your email list, send out broadcast emails and, ideally, let people update their own information online...as well as support a reasonably robust fundraising program.

Best Bets

Neon, by Z2 Systems

DonorPro, by TowerCare Technologies

eTapestry, by Blackbaud

Also Consider

Total Info, by Easy-Ware

Community Enterprise, by CitySoft, Inc.

CiviCRM, by Social Source Foundation

Donor Perfect Online/ Installed, by SofterWare Inc

Salsa, by Democracy in Action

You need something highly configurable

After a careful analysis, you know that your processes and interactions are truly unique, and the typical functionality offered by most systems won't meet them. You need something that's highly configurable—not just a few custom fields here and there, but something that will let you track custom interactions with people and tailor the workflow to your needs.

Best Bets

Common Ground CRM, by Convio

Donor Perfect Online/ Installed, by SofterWare Inc

eTapestry, by Blackbaud

Orange Leap MPX (Installed), by Orange Leap

Also Consider

Salesforce.com Nonprofit Starter Pack, by The Salesforce.com Foundation

CiviCRM, by Social Source Foundation

You want the best fundraising support \$4,000 will buy

You wish you could afford one of the fundraising systems used by the big organizations, but you really can't spend more than \$4,000 or so in the first year. The more support for strategic fundraising, the better—bring on the tools to track and analyze donor information, capture a number of different gift types and move people through prospecting stages.

Best Bets

Donor Perfect Online/ Installed, by SofterWare Inc

Sage Fundraising 50, by Sage

eTapestry, by Blackbaud

Common Ground CRM, by Convio

Also Consider

Total Info, by Easy-Ware

Donor Pro, by TowerCare Technologies

Orange Leap MPX, by Orange Leap

Other good values

Some of these systems aren't easily categorized by the scenarios above, but are still a good value for the money. Some of these just have a solid feature set for the price, while others are particularly suited for specific audiences.

Donation Director, by Cascade Data Solutions

Mission Assist, by Donor Strategies

Fundraiser Select, by FundRaiser Software

MatchMaker FundRaising Software, by Heritage Designs, LLC

The Databank, by thedatabank (particularly for advocacy groups)

DenariOnline, by Synergy Development Systems (particularly for missionary and child sponsorship programs)

Organizers Database (ODB), by the Organizers' Collaborative (particularly for grassroots organizing groups)

RECOMMENDATION MATRIX

To help you navigate your way through the full list of systems, we've compiled our recommendations into a chart and added some information about price and technical infrastructure. All prices are specifically for the first year.

	Price: 1 user, 900 donors	Price: Full features, 3 users, 5000 donors	Installed	Online Hosted	Complete Mac Support*	Just the Basics	Tiny but Growing	Easy to Set up & Use	Events are Critical	Free, for Techies	Track All Constituents	Online Integration	Highly Configurable	Best Fundraising	Also Good Values
BasicFunder Premier	\$	\$	●		●										
CiviCRM	-	-		●					●	●	●	●			
Common Ground	\$\$\$	\$\$\$\$		●						●		●			
Community Enterprise	\$	\$\$\$\$\$		●						●	●				
The Databank	\$\$\$	\$\$\$		●											●
DenariOnline	\$	\$\$		●	●										●
DONATION	\$	\$	●		●										
Donation Director	\$\$	\$\$	●												●
Donarius	\$	\$	●												
DonorPerfect Installed	\$\$\$	\$\$\$\$\$	●					●		●	●	●	●		
DonorPerfect Online	\$	\$\$\$\$\$		●		●	●			●	●	●	●		
DonorPro	\$\$\$\$	\$\$\$\$\$		●	●		●	●		●	●	●	●		
eTapestry	\$	\$\$\$\$\$		●	●	●	●			●	●	●	●		
Exceed! Basic	\$	\$	●	●	●	●	●								
Exceed! Premier	\$\$\$	\$\$\$\$\$	●	●	●			●							
FastFund Raising	\$	\$\$	●												
FUNDimensions	\$\$\$	\$\$\$\$\$	●		●										
FundRaiser Select	\$\$	\$\$\$\$\$	●							●					
GiftWorks	\$	\$\$\$\$	●		●	●	●	●							
Income Manager	\$\$	\$\$	●	●											
LifeLine Nonprofit Management	\$	\$	●		●		●								
MatchMaker FundRaising	\$\$	\$\$\$\$\$	●												●
Membership and Fundraising Suite	\$	\$	●		●	●									
Metrix	-	-	●						●						
MissionAssist	\$\$	\$\$\$	●					●							●
Neon	\$	\$\$\$\$		●		●		●		●	●				
Orange Leap MPX Installed	-	-	●					●	●	●		●	●		
Orange Leap MPX Hosted	\$\$	\$\$\$\$\$		●			●	●		●				●	
Organizers Database (ODB)	-	-	●		●				●						
ResultsPlus	\$\$	\$\$\$\$\$	●	●											
Sage Fundraising 50	\$\$\$\$	\$\$\$\$\$	●				●	●		●				●	
Salesforce.com	-	-		●					●			●			
Salsa	\$\$	\$\$\$\$\$		●							●				
Total Info	\$	\$\$\$	●		●			●		●	●			●	

\$: Under \$1000 \$\$\$\$: \$3000-\$3999
 \$\$: \$1000-\$1999 \$\$\$\$: \$4000+
 \$\$\$: \$2000-\$2999

*Systems that support Mac integrated mail-merging. If you don't need integrated mail-merge, you can use any online hosted system from a Mac.

THE TOP 10

We took a much more detailed look at 10 systems that, for us, offer the best combination of functionality, price and attractiveness in a variety of situations. In selecting them, we prioritized functionality to manage complex gift and donor information and to print acknowledgement letters, but also considered usability, querying and reporting, configurability, managing constituent data beyond donations, and price.

That doesn't mean these are necessarily the 10 best systems for you, as every organization's needs vary. But these 10 are strong in fundraising and likely to be the good solutions for a wide range of organizations.

We evaluated each of these systems based on a list of 127 criteria. The matrix on the next page summarizes our findings based on a rating scheme (the scheme itself is defined in Appendix B). There's also a matrix summarizing the pricing for each system on the page after that.

We evaluated 10 systems based on a list of 127 criteria. The matrix on the next page summarizes our findings.

And there's even more information! For detailed evaluations of all 10 of these systems, plus another bonus two, see our companion report, **Detailed Reviews of Low Cost Donor Management Systems.**

Feature Comparison

We evaluated each of our top ten systems based on a list of 127 criteria, divided into 18 categories. This matrix summarizes our findings (the rating scheme itself is defined in Appendix B). See the next page for pricing information.

- None/ Not Applicable
- Fair
- Good
- Excellent

	Common Ground	DonorPerfect Installed (Basic) *	DonorPerfect Installed (Full) *	DonorPerfect Online (Basic) *	DonorPerfect Online (Full) *	DonorPro	eTapestry (Basic)*	eTapestry (Full)*	Giftworks Standard (Basic)*	Giftworks Premium (Full)*	Neon	Orange Leap MPX Installed **	Sage Fundraising 50	Total Info
Adding and Tracking Donations	●	●	●	●	●	●	●	●	●	●	○	●	●	●
Managing Donor Information	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Prospecting and Proposals	●	●	●	●	●	●	●	●	○	○	○	●	●	●
Permissions	●	●	●	●	●	●	●	●	•	●	○	●	●	●
Mail-Merging Letters	●	●	●	●	●	●	○	○	●	●	○	●	●	●
Emailing	●	○	○	○	○	●	●	●	●	●	●	●	●	●
Querying	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Reporting	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Payments & Web Site Integration	•	•	●	•	●	●	○	●	•	●	●	○	●	○
Tracking Events	○	●	●	○	○	●	○	○	○	●	●	●	●	●
Tracking Other Built-In Interactions	○	●	●	●	●	●	○	○	○	●	●	●	●	●
Customization	●	●	●	●	●	●	●	●	○	●	●	●**	○	●
Integration	●	○	●	●	●	●	○	●	○	○	○	●	●	●
Accounting Support	●	●	●	●	●	●	○	○	●	●	○	●	●	●
Ease of Use	○	●	●	●	●	●	○	○	●	●	●	●	●	○
Extent of Support and Training	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Ease of Installation & Maintenance	●	●	●	●	●	●	●	●	●	●	●	○**	○	○
Product Background	○	●	●	●	●	●	●	●	●	●	●	●	●	●

* **Basic** refers to the cheapest version of the system you can buy; **Full** to the version with all relevant modules and upgrades.

** Orange Leap MPX also offers a hosted version. The ratings for it are identical except it received a Fair in Customization and an Excellent in Ease of Installation and Maintenance.