



## What to Consider During Your Evaluation?

With so many nonprofit software vendors to choose from, making a well-informed decision is critical. Here are some suggested considerations and questions you should ask every vendor.

1. What is included in after-sale support? Are there additional costs?
2. Do we have to pay for software upgrades?
3. What are your company's future plans for improving the software?
4. Will my pricing change during the agreement period?
5. Do additional fees come into play at certain contact record tiers?
6. Are there additional functional modules that we need to pay extra to get?
7. What options/rates do you offer for merchant services?
8. Are there any hidden fees with those processing services?
9. How long until we are fully implemented and up-and-running?
10. What resources do you have for initial and ongoing training?
11. Do you have any built-in integrations with 3rd party tools?
12. Does your software platform support mobile?
13. Do your targeted messages to legislators come directly from advocates or on behalf of the organization?
14. What other services does your organization provide?
15. Are there independent customer reviews on G2Crowd, SoftwareAdvice, Capterra, or anywhere else?
16. Can you give me ROI statistics on your clients?

### What Nonprofit Experts Say...

*"There's value in centralizing data so that you're better able to understand the full picture of what any single supporter does, and then reflect that in the messages you send."*

-Amy Sample Ward, NTEN, for The NonProfit Times

*"If your focus is primarily donors and their gift giving, you maybe be well suited for software that specializes in donor management. If your focus is on a larger variety of people you engage, and engagements they have with your organization, a CRM may be a better fit."*

-Eric Leland, FivePaths, for Idealware.org

*"Emails that are part of an automated welcome series are 21x as effective as standard promotional emails in terms of dollars raised."*

-Experian

*"84% of nonprofit donation landing pages are not optimized for mobile."*

-Online Marketing Scoreboard

*"Donors who give through a branded donation page are 66% more likely to donate again."*

-Network for Good

*"Gathering and using your CRM data properly will assist your organization in developing deeper and more meaningful relationships with your constituents as it gives you a 360 degree view of your supporters."*

-The Connected Cause