



Donor Management Study: Summary & Intro

Efficient and effective donor management is a goal for most nonprofit organizations. VolunteerHub recently conducted an in-depth study of 200 nonprofit organizations. This report provides a high-level summary of the survey's findings, including:

- CRM utilization rates
- Donor management best practices
- Challenges facing nonprofits

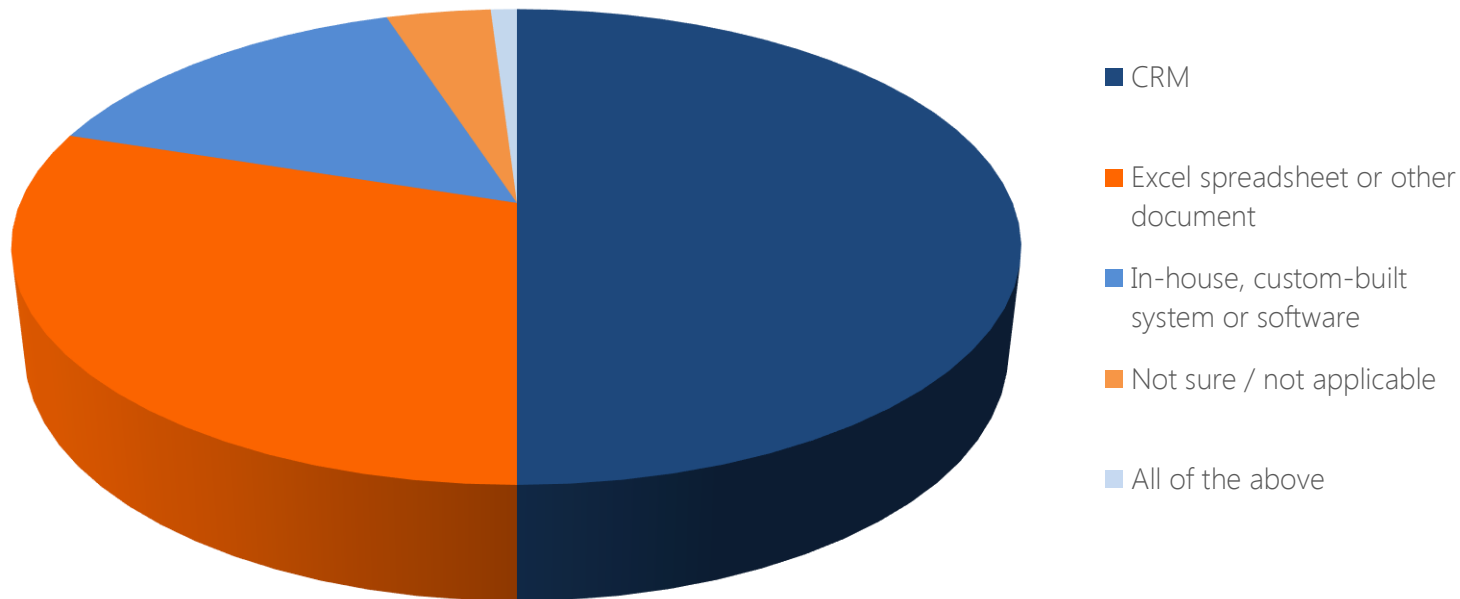
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Executive Overview

- 50% of nonprofits utilize a CRM for managing donor information.
- 30% of nonprofits still utilize spreadsheets or documents to manage donors.
- The Raiser's Edge is the most popular CRM utilized by nonprofits (51%).
- Choosing a CRM is a long-term decision, as 72% have used the same CRM for more than 2 years.
- Connecting volunteer and donor information is an area for improvement.
- Manual data entry & validation (40%) is an issue for donor management, regardless of the system being used (CRM, spreadsheets, etc.).

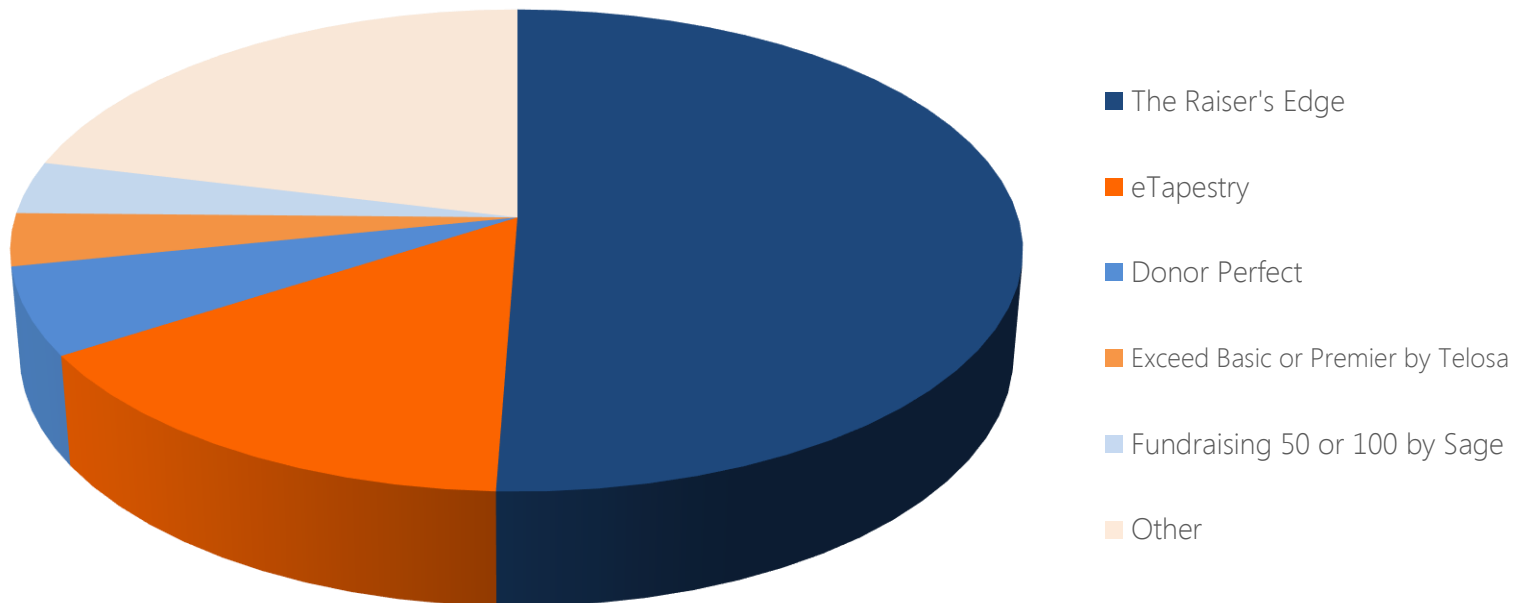
How does your organization track donor information?



How does your organization track donor information?

CRM	50%
Excel spreadsheet or other document	30%
In-house, custom-built system or software	15%
Not sure / not applicable	4%
All of the above	1%

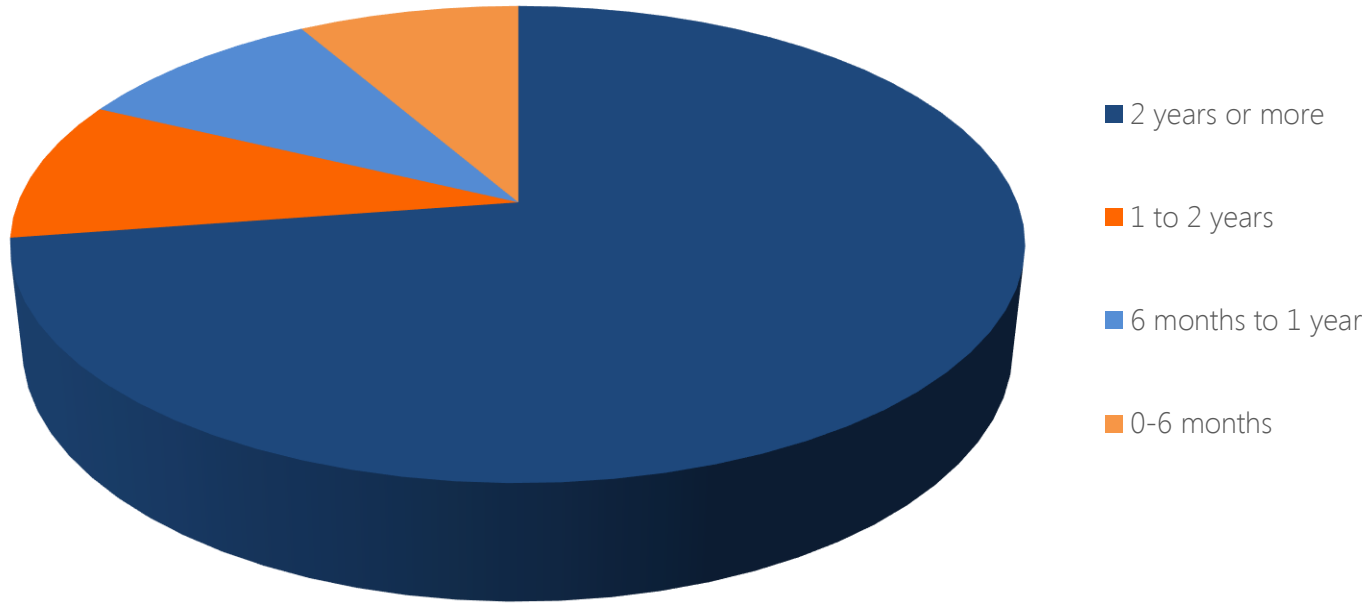
Which CRM system does your organization use?



Which CRM system does your organization use?

The Raiser's Edge	51%
eTapestry	15%
Donor Perfect	6%
Exceed Basic or Premier by Telosa	4%
Fundraising 50 or 100 by Sage	4%
Other (11 Others Were Mentioned)	20%

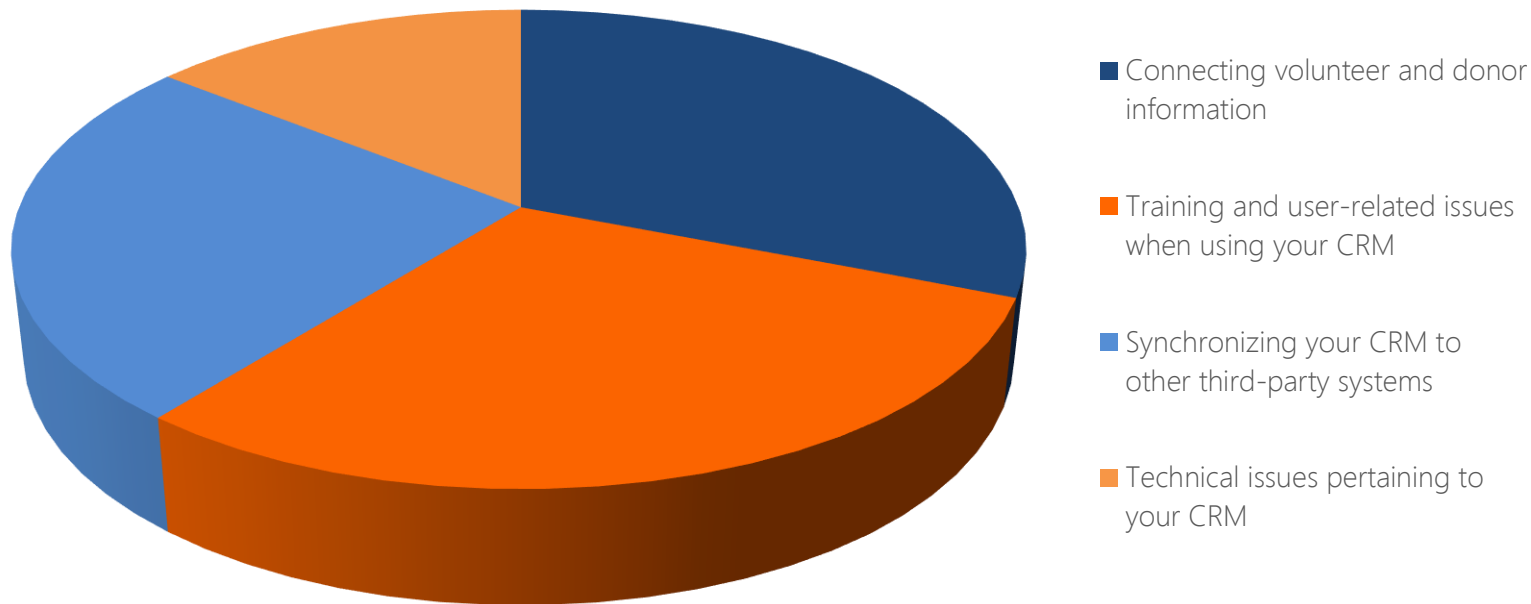
How long have you used this CRM?



How long have you used this CRM?

2 years or more	72%
1 to 2 years	10%
6 months to 1 year	10%
Less than 6 months	8%

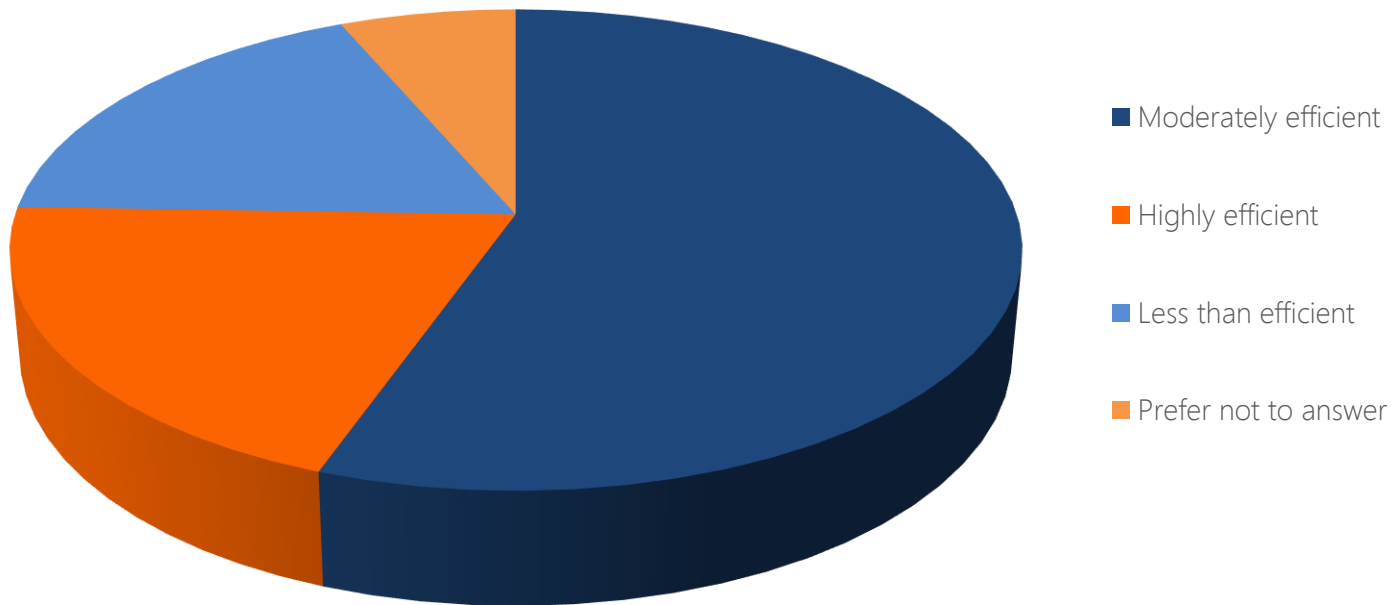
What presents the biggest challenge to your organization?



What presents the biggest challenge to your organization?

Connecting volunteer and donor information	31%
Training and user-related issues when using your CRM	30%
Synchronizing your CRM to other third-party systems	25%
Technical issues pertaining to your CRM	14%

How efficient are your donor management processes?

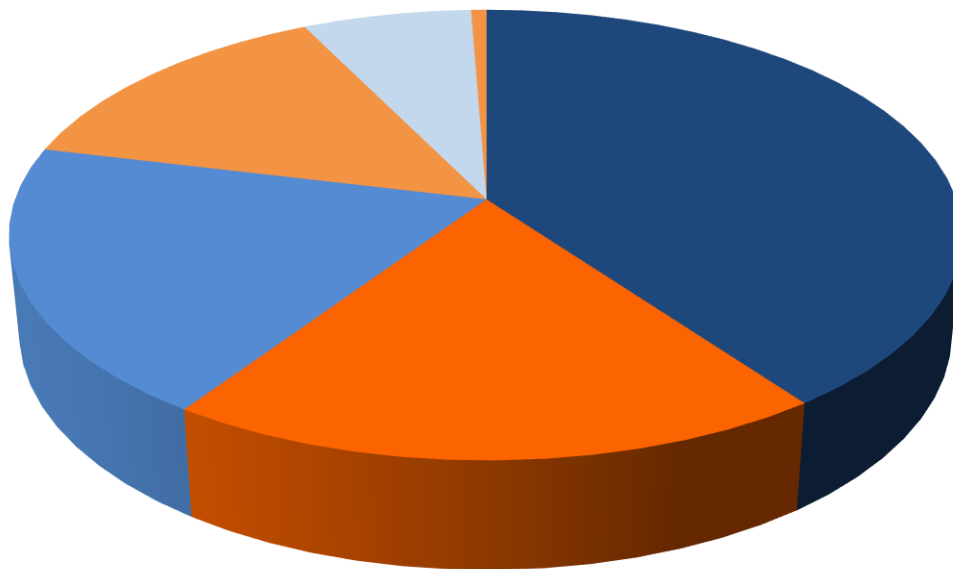


How efficient are your donor management processes?

Moderately efficient	56%
Highly efficient	20%
Less than efficient	18%
Did not answer	6%

What is your biggest donor management headache?

(Among nonprofits without integrated volunteer and donor management.)



- Manual data entry & validation
- Lack of system integration
- Inefficient donation tracking
- Inconsistent donor engagement
- Remembering to follow up with donors
- Cost and budget concerns

What is your biggest donor management headache?

(Among nonprofits without integrated volunteer and donor management.)

Manual data entry & validation	40%
Lack of system integration	19%
Inefficient donation tracking	19%
Inconsistent donor engagement	14%
Remembering to follow up with donors	7%
Cost and budget concerns	1%

What is your biggest donor management headache?

(Among nonprofits without integrated volunteer and donor management.)

"We don't know which of our donors are volunteers and vice versa."

"Keeping paperwork up to date."

"I'm the only employee so I have tons of stuff to do all the time - I thank people through a letter immediately but should be doing more follow-ups with donors."

"We would like to cross reference our volunteers and donors without breaking everything down into multiple (manually made) spreadsheets."

"Turning volunteers into potential donors and tracking their conversion."

What is your biggest donor management headache?

(Among nonprofits without integrated volunteer and donor management.)

“Labor intensive data entry system.”

“We have multiple pieces of information in multiple places...hard to have transparency around contact information as it relates to volunteers & donors.”

“Engaging an increased number of donors and helping them stay up-to-date with our organization without overwhelming them with information.”

“Ensuring information is up to date and all contacts with donors/potential donors are recorded.”

“The biggest headache pertaining to donor tracking and engagement is that it is outdated and inefficient.”

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