5

Myths

&

TRUTHS ✓
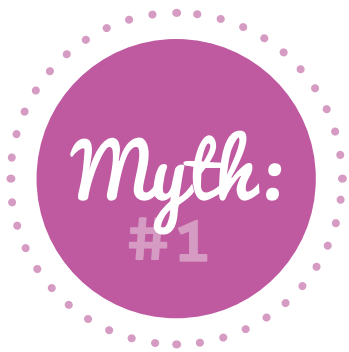
ABOUT

DONOR MANAGEMENT SOFTWARE

ARE YOU ONE OF THE 67% OF NONPROFITS NOT USING DONOR MANAGEMENT SOFTWARE?

It's time to change that!

We understand – change can be scary, and there are a lot of misconceptions out there about using dedicated fundraising software. Maybe you think it's too complicated, or that your organization can't afford it. You might have a "if it's not broke, don't fix it" attitude about organizing your donor records.
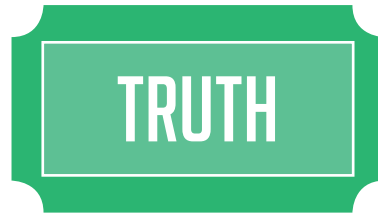
But here's the thing: First, using outdated methods for collecting, tracking, and reporting on your constituents and your fundraising activity takes up much more of your time than it has to. And more importantly, you are missing important insights about your constituents that consolidating your data will yield. Good data can trigger new ideas and opportunities to improve your fundraising and deepen your relationships with your supporters!

We're going to bust 5 myths about donor management software that will hopefully convince you to give it a shot after all.

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Myth: #1

TRUTH

It's too confusing and complicated to use.

Long-running nonprofits may be used to handling their donor management through paperwork or Excel or Word docs, and the idea of switching to a high-tech solution can seem intimidating.

If you've never seen donor management software, imagine a computer program that can instantly sort and organize your donor lists as well as analyze your donor data. Having donor management software can make your job so much easier, and depending on which solution you get, you shouldn't have a tough time figuring out how to navigate its various features.

Also, donor management platforms should typically include unlimited training and support! When you're looking for software, be sure to ask and make sure you have access to all the help you'll need.

The cloud isn't a secure place for your data.

You've read a lot of stories in the news about hacking and data leaks. Why would anyone want to store their sensitive donor data in the cloud?
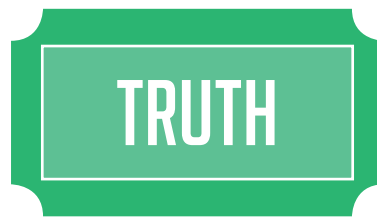
TRUTH

Here's why: Because it's more secure than you'd think. Donor management software is specifically set up to keep your data safe, so you don't have to worry about anyone gaining access without your permission. (On that topic, good software should allow you to set up an unlimited number of users – you need a solution that will scale with the growth of your company!)

Plus, having your data stored in the cloud makes it accessible to team members no matter where they are in the world! Instant ease of collaboration.
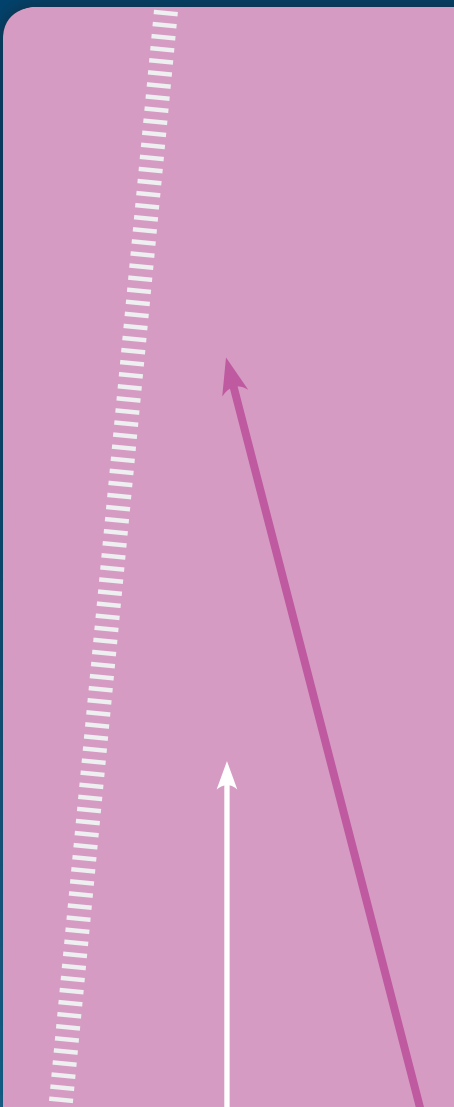
Myth: #3

Reporting won't be accurate.

You're a bit wary of computers, and only really trust members of your staff to figure out your data accurately.

TRUTH

A donor management system saves you so much time by helping you quickly answer the questions you want to ask. Many systems allow you to choose donor or volunteer criteria (for instance: donation amount, location, date, type of gift) and build custom reports you can save and run any time!

Not only are your donor reports, records, and workflow going to be better, they're going to be easier to generate and distribute. Every important detail of your fundraising is captured as it happens. Reports are automatically generated when you want them. And you won't have to worry about haphazard handoffs between teams resulting in skewed data or false results.
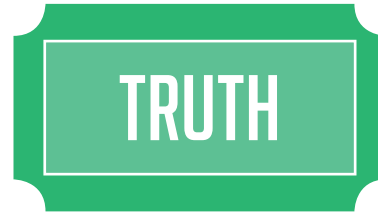
It won't bring you any new insights on your supporters.

You may think you know your supporters inside out and that no donor management software will change that.

TRUTH

Having a digital record of everything that's happened between you and your supports allows you to make informed decisions about how, when, and what to communicate. It also allows you to make informed decisions about priorities. Better information means better decisions!

You can also spot trends or behaviors of sponsors and donors that may not be obvious without the proper data. Once you see the history of your supporters, you have the potential to deepen your relationship with them and their connection to your organization.

TRUTH

You shouldn't fix what's not broken.

Why would you upgrade to donor management software when everything seems to be going so well for your nonprofit?

Because you can always improve – and if you're not, then your competition probably is. There's never been a better time to look into how your nonprofit can both modernize and grow successfully.

You could be worried about paying too much for something you don't need, especially if you've heard stories of charities that have had huge installation bills with tons of features that they'll never use. Why don't you reference our **free checklist** to see what you actually need, then shop around for software that fits the bill? You might be surprised how cost and functions can scale depending on what you need.

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Now that you've had 5 of the big myths of donor management software busted, we hope you're ready to look at what software solutions are right for your nonprofit.

REMEMBER TO DO YOUR RESEARCH, BE CURIOUS, AND ASK QUESTIONS!

The best software providers will have a team ready to assist you.

From there, it's a matter of gathering donor data and making it work for you – and we're willing to bet that it's going to help your charity grow in ways you never could have imagined.

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FrontStream's fundraising solutions are proven to help you engage your employees and raise more money!

Donor and volunteer management with built-in fundraising tools for your company.

✓ **Interactive Dashboard**
All of your fundraising, events, and campaign data, available in your browser in real-time.

✓ **Unlimited Records and Emails**
Never feel the pressure of a price increase because of too many records.

✓ **Simple Reporting and SmartLists**
Full library of ready-to-go reporting with intuitive SmartList generator to build any report in minutes.

✓ **Support Included**
Unlimited phone and email support plus training videos to get you started quickly.

Are you ready to take your donor management and organization to the next level?

giftWORKS™ CLOUD

Talk to us to learn how **GiftWorks Cloud**'s solutions can keep you on track, monitor your data, and help you build stronger engagement with your donors.

📞 **800.687.8505 (option 1)**

✉ **sales@frontstream.com**

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LAST 30 DAYS

To-do Tasks
Assigned to me

MESSAGES