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What software does a foundation, ministry or other non-profit need?

A non-profit that is not a church needs software with a different focus. They need Donor Management Software that focuses on making it easy for donors to give, tracks financial contributions, helps to build donor relationships, and runs fundraising campaigns.

The software a non-profit needs will have most of the following capabilities.

Making it Easy to Give:

The easy way for donors to give is by using an online payment platform. This also has advantages for your organization.

Here are some advantages:

- Increased Convenience & Higher Donations: Donors can give anytime, anywhere via smart phone or computer. The ease of online, cashless giving often results in higher, more frequent, and impulsive donations.
- Reduced Costs and Time: Reduce the need for handling physical checks or cash. Processing is automated, allowing staff to spend less time on administration.
- Data and Analytics: Online donation systems automatically collect donor information, allowing for better tracking and personalized thank-you messages.
- Recurring Donations: It is easy for donors to set up automatic monthly, weekly or bi-weekly giving programs, which provide a steady, predictable stream of revenue for your organization.
- Increased Security: Secure online payment services reduce the risks associated with handling, storing, and depositing physical checks or cash.

Tracking Donations:

All the donations a non-profit receives are recorded, together with:

- The donor who donated.
- The date of the donation.
- The amount donated.
- The method of payment. (e.g. check, credit card, online, etc.)
- The fund or category of the donation which indicates how they want the funds used.
- Which campaign the donor responded to or which event they attended. This is usually recorded in a motivation/source code.
- Any note or comment from the donor.
- Any extra info needed for a 'gift in kind' or a 'gift with an advantage.' (attending a fundraising gala with a meal provided)
- Whether the donation made was to fulfill a pledge the donor made.



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Keeping track of this information has no value unless there are reports that help an organization to see the patterns. So the software will also have most of these reports:

- Total donations received in a given period of time
- A detailed report of donations for each donor.
- A list of total donations by each donor in a given period of time.
- A detailed report of all donations on each date.

Each of the reports would have the option of selecting which donors are to be included, how to sort it and the format.

Some reports organizations will need to succeed are:

- Which donors were giving at a time in the past but have recently stopped. These donors would be followed up to regain them as regular donors.
- A report of giving, sorted by total amount given, to identify the largest donors. These are usually the ones who are most likely to respond to a new campaign.
- A report of giving for each motivation/source code to measure the effectiveness of each campaign.

Building Donor Relationships:

To build donor relationships, existing donors need to be maintained and prospects need to be groomed so that they eventually turn into donors.

To maintain existing donors, they need to be informed about how your organization is helping people. This will keep them excited about and interested in what you are doing. Your staff and volunteers need to record who was helped and their situation before and after they were helped. Someone then needs to record these stories and select the ones that are the most poignant, soul-stirring or gripping. These would then be included in emails and letters that are sent to your donors. This is something that requires a human element and cannot be automated, but the software can help you get that message out to your donors. Another option is to publish a monthly newsletter which you send out to each donor.

Converting prospects into donors involves making them aware of what your organization is doing through a series of emails or letters. (This is known as a *donor cultivation pipeline*.) As a prospect responds to one stage they are moved to the next, until they eventually become donors. This is also something that requires a human element – someone needs to design the sequence of phases that you want to put prospects through. Usually the stories you have used for your existing donors can also be geared toward your prospects. The goal is that prospects would become intrigued and engaged in your organization so that they want to help out by becoming donors or volunteers. Donor Management Software can then implement these phases.

Running Fundraising Campaigns:

All fundraising campaigns need to be targeted to the donors most likely to respond. This requires maintaining complete records on each supporter. You need their:

- contact details
- communication history



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- volunteer activity
- giving records
- interest and engagement level in past campaigns
- any other characteristics of the donor that may affect future donations

After identifying which donors a campaign will target, someone needs to create the emails or letters you will send out. The Donor Management Software can then send these out to your targeted audience.

This article has been looking overall at how the right software can help a non-profit. One choice of software is Donarius Donor Management Software, which will do all the above. Find out more here: <https://www.donarius.com/afp.html>

Sources:

<https://www.donarius.com/donor-management.html> (Accessed Oct 19, 2026)

<https://www.donarius.com/NuverbPay> (Accessed Oct 16, 2026)