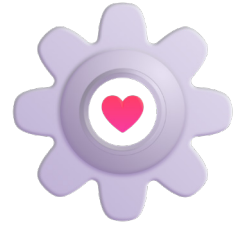


THE NEW NONPROFIT'S GUIDE TO FUNDRAISING SOFTWARE



The New Nonprofit's Guide to Fundraising Software



Are you a new nonprofit looking to grow your fundraising revenue but you're not quite sure how? You've come to the right place! A real toolkit of fundraising software can fuel a lot of growth that you might miss out on if you try to handle everything manually.

That's why Snowball offers a [complete suite of fundraising tools for minimal fees](#) and very affordable prices— meaning the money you raise can really go toward your organization's needs.

But first, it's important to understand the tools you'll need and what to do with them. Here are six of the most important fundraising software features that will streamline the donation process and help you bring in more revenue quicker.

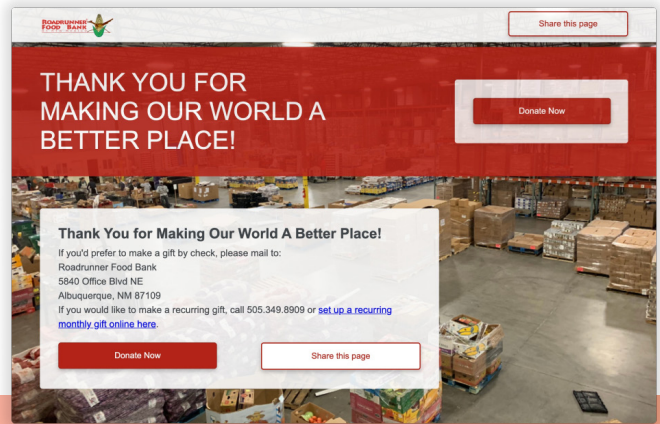


[LEARN MORE ABOUT OUR FREE FUNDRAISING SOFTWARE!](#)





Online Donation Pages



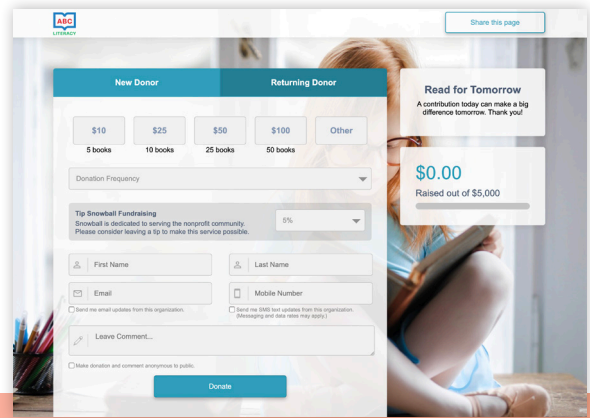
[Online donation pages](#) are likely to be the foundation for any fundraising campaign you run going forward. Instead of requiring that donors deal with cash or write a check for your organization, an online giving platform allows for a more convenient and modern approach to giving.

By accepting donations via credit/debit cards and electronic checks, you increase your campaign's accessibility and can bring in more funds. This quicker the process, the more donors are likely to follow through and submit their gifts!

An effective online fundraising platform provides access to unlimited donation pages, so you can have a customized donation form for each campaign you run. Just make sure to choose a PCI-compliant provider for ultimate payment security for your donors.



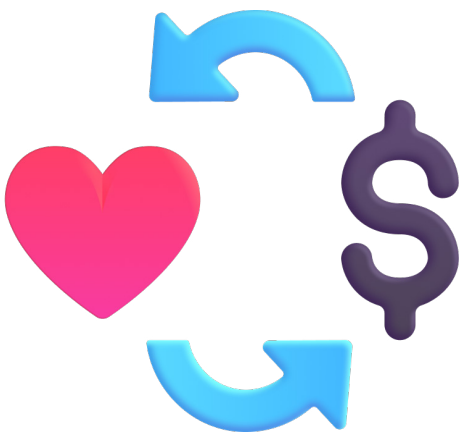
Recurring Gift Functionality



One of the best ways to ensure year-round fundraising revenue is [by promoting and securing recurring gifts](#).

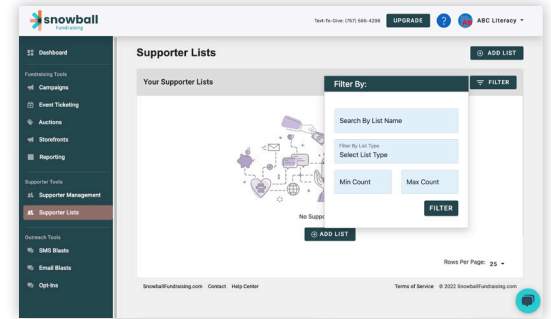
Rather than go through the trouble of soliciting each individual donation for your nonprofit, you can instead encourage dedicated supporters to donate automatically on a fixed schedule into the foreseeable future.

Now how do you secure these recurring donations? Be sure to include a simple option for recurring gifts on every donation page you create! You might be surprised at how many donors opt for the recurring option simply because it's there. After all, recurring gifts are extremely convenient for the donor who wants to support your nonprofit on a regular basis without having to constantly re-enter their payment information.





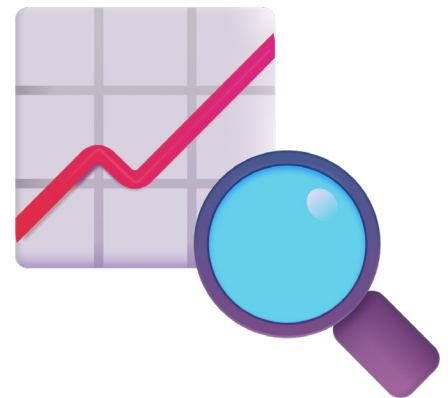
Constituent Relationship Management Dashboard



Once a donor gives to your organization, it's important that you don't forget about them. You want to carefully manage every donor relationship, but this can get difficult as you receive an increasing number of gifts while your organization grows.

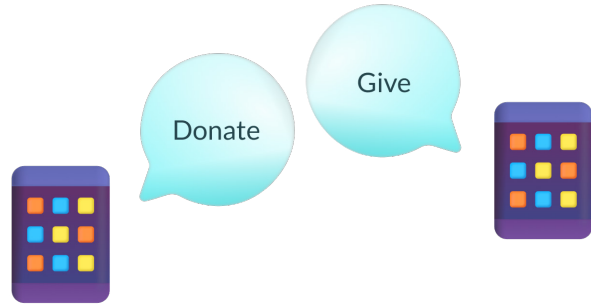
With an [effective constituent relationship management system](#), also known as a CRM, you can easily record and track the hundreds of donations you'll soon be receiving each day.

This way, you can collect data and create a profile for each supporter that gives to your nonprofit, including vital information such as previous donations, campaign engagement, and contact information. As you collect and analyze this information, you can build a comprehensive understanding of each donor and the relationship they have with your organization.





Text-to-Give Campaigns



Text-to-give or [mobile giving campaigns](#) are a great way to transition your fundraising efforts into an increasingly mobile world. After all, the vast majority of Americans own smartphones, so it's a good idea to leverage that widely available tool for good.

As a fundraising organization, all you have to do is register with a text-to-give provider and receive a text-to-give number. Set a keyword (like GIVE or DONATE), and start promoting your campaign to the world.

From the donors' side, they just text the specified keyword to your text-to-give number, and then they will follow simple instructions to complete a donation. The best part about this type of fundraiser is that the entire donation process can be completed in under a minute.





Fundraising Thermometers



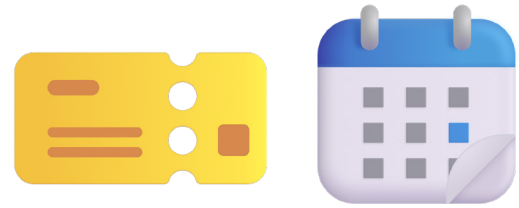
[Fundraising thermometers](#) are an impactful tool used to motivate donors to contribute to a fundraising campaign. This is a long-standing fundraising strategy that has traditionally used physical signs set up in prominent locations to encourage bystanders to participate.

However, with the rise of online fundraising tools, fundraising thermometers have gone digital as well. With a digital fundraising thermometer synced with your other online fundraising tools, your supporters are able to see real-time updates with every new donation! As your total begins to approach the predetermined goal, donors will be more likely than ever to join in (especially if you make frequent announcements and appeals to amp up the urgency).





Event and Ticketing Tools



If your organization chooses to run event-based fundraisers to bring in new revenue, you should consider [event planning and ticketing tools](#) as well. When your tickets are sold through the same online giving platform that processes your donations, it creates a more seamless process. This way, you can quickly take the user through the entire engagement experience— from learning about your event, purchasing tickets, and finally making a donation while they're attending— without a hitch.

One of the most important elements of fundraising is the preparation that goes into a campaign beforehand. The best way to make sure a fundraiser runs smoothly is by using the right tools and resources to get the job done.

Whether you're a new nonprofit or an established and growing organization, Snowball's suite of fundraising software can be a great place to start. Best of all, our Essential Plan is free, so get started with [online fundraising](#) today!



No one works in the nonprofit sphere because it's easy. Nonprofit organizations are founded for one key reason: to better the world and the communities that comprise it.

If you've made the admirable decision to start your own nonprofit, familiarize yourself with the entire process and be prepared to learn as you go! Always be on the lookout for useful resources that can provide you with new insights and resources, like these:

- [Best Nonprofit Software to Raise Money Fast](#). Choosing and managing a digital platform for collecting donations is essential for modern nonprofits.
- [Digital Asset Management Software for Nonprofits](#). Easily define and maintain your nonprofit's brand and mission with your donors.
- [Innovative School Fundraising Ideas](#). Learn some unique fundraising strategies perfect for new nonprofits with educational missions.
- [Fundamental Grant Proposal Template: 8 Crucial Components](#). Here's what to know when you're applying for external funding.
- [Nonprofit Digital Strategy: How to Maximize your Online Presence](#). These key tips will help you establish an effective strategy for your nonprofit organization's digital marketing.
- [Donor Retention: Attracting and Retaining Supporters](#). Find out how to get your donors returning time and time again.



Get a Personalized Tour

Snowball Fundraising is the all-in-one fundraising platform that makes it easy for your nonprofit to start fundraising today. Stay in the know with guides, articles, news, and tips to help your nonprofit thrive in today's fundraising space.

SEE HOW IT WORKS

