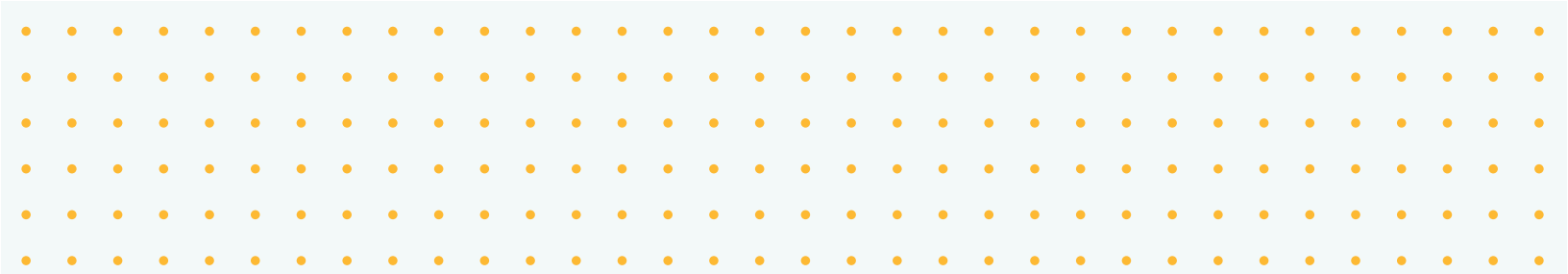# What Your Nonprofit Needs to Know About Software Subscription Fees

Online fundraising has revolutionized the giving landscape and created exciting new opportunities for nonprofits. Instead of direct mail and telephone fundraising, nonprofits are turning to advanced fundraising software that allows them to gain valuable insights about their supporters, streamline their fundraising campaigns, and massively expand their reach.

Until recently, these new opportunities were only available to nonprofits willing to pay for expensive subscription fees. The good news is that some fundraising platforms are now enabling nonprofits to reach their goals without paying hefty subscription costs, ultimately helping these organizations make an even bigger difference. Below, we'll help you navigate the top charity software programs and help you determine which options can save your organization the most time and money.

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Finding the right balance between cost and quality

According to the NTEN nonprofit technology report, the average charity spends roughly $98,000 on technology every year. With most subscription costs running into the thousands, it's no surprise that nonprofits shell out so much for technology and online fundraising each year.

But a big price tag doesn't always mean you'll get the fundraising software that meets your organization's needs. To keep your nonprofit financially healthy, it's important to find the right nonprofit software that can help you hit your fundraising goals while also keeping your overhead low. After all, changing the world is easier with lower subscription fees.

Subscription and payment features to look for

Fundraising software is priced in many different ways, so be sure to check the fine print to ensure you're getting these features:

+ **NO CONTRACTS**
+ **LOW OR ZERO SUBSCRIPTION FEES**
+ **LOW OR ZERO PLATFORM FEES**
+ **PAYMENT PROCESSING FEES WITH STANDARD RATES**

Fundraising features to look for

When it comes to fundraising subscriptions, some plans might be more cost-effective but only offer basic functionality, while others come with all the bells and whistles but lock you into lengthy contracts with large annual fees. When comparing platforms, the below features will be integral in helping you do everything from plan a successful fundraising event to segment your donors for future fundraising campaigns.

+ EVENT MANAGEMENT
+ FUNDRAISING
+ DONOR MANAGEMENT
+ CUSTOMIZATION OPTIONS

+ DATA MANAGEMENT
+ REPORTING AND ANALYTICS
+ CUSTOM EMAIL MARKETING

The top four charity software programs and their fees

Software pricing is complex and can vary greatly depending on each nonprofit's needs. Because most charity software platforms only offer specific financial information by request, the prices included below are estimates. So how much do the top charity software companies generally charge for their fundraising software, and how can you choose the option that's best for your nonprofit? Let's take a look.

Raiser's Edge by Blackbaud

Driven by powering social good, Blackbaud is a cloud software company founded over three decades ago that now delivers software solutions to nonprofits in over a hundred countries. Its Raiser's Edge software is donor-focused and offers analytics, donor management, and mobile payments, among other features. In addition to serving nonprofits, the company also caters to foundations, educational institutions, healthcare organizations, and more.

+ SINGLE USER CHARGE:

$5,000

+ MULTI-USER CHARGE:

$5,000+

+ COST FOR YEARLY CUSTOMER SUPPORT FOR A SINGLE USER:

$700

GoFundMe Charity

GoFundMe Charity is passionate about empowering nonprofits to champion change regardless of budget constraints. The company is one of the first of its kind to offer advanced charity software with zero subscription costs or contracts, making a traditionally complex market refreshingly simple. Through GoFundMe Charity, nonprofits have access to robust data management tools, powerful branding options, unlimited ticketing for events, and many other features not typically included in comparable free fundraising software.

+ SUBSCRIPTION FEE:

None

+ PLATFORM FEE:

0-3%, depending on if you opt for 3 donor-covered fees

+ PAYMENT PROCESSING FEE:

2.2+$.30

+ CUSTOMER SUPPORT:

Free

CauseVox

Founded in 2010, CauseVox helps nonprofits do more good in the world through their fundraising software. The company offers fundraising for individuals as well as nonprofits and takes a community-driven approach to engaging supporters beyond monetary donations. CauseVox believes that a donor's value is much more than just their monetary contribution—by engaging donors through its software, you can increase donor retention, gain new supporters, and expand your nonprofit's overall visibility.

+ BASIC PLAN:

    Free with a 5% platform fee and limited features

+ LITE PLAN:

    Subscription cost of $55 per month billed annually with a 2-4.5% platform fee

+ STANDARD PLAN:

    Subscription cost of $139 per month billed annually with a 2-4.25% platform fee

Network for Good

Network for Good markets itself as an all-in-one fundraising platform for nonprofits looking to drive change. Since 2001 it has worked with over 300,000 nonprofits to create smart donor lists based on giving habits, custom fundraising pages, and analytics reporting. For an additional $250 per month, nonprofits can add a personal fundraising coach to their subscription.

+ BASIC PLAN:

    For $200 per month billed annually, you can integrate up to 1,000 contacts

+ ADVANCED PLAN:

    For $300 per month billed annually, you can integrate up to 5,000 contacts

+ PREMIUM PLAN:

    For $400 per month billed annually, you can integrate up to 10,000 contacts.

+ PLATFORM FEE:

    3% for each plan

It pays to be subscription-free

The inevitable shift to online fundraising has made it crucial to have the right software that will streamline your nonprofit's fundraising efforts and help you reach new supporters. One of the best ways to do this is to look for fundraising software with low subscription fees or no subscription fees at all. Taking this approach will allow you to make a larger impact without compromising your organization's financial health.

Sources

[1]Hulshof-Schmidt, R. (2017, May). The 10th Annual Nonprofit Technology Staffing and Investments Report. Retrieved November 5, 2019, from https://www.nten.org/wp-content/uploads/2017/05/Staffing_Report2016_v12.pdf.