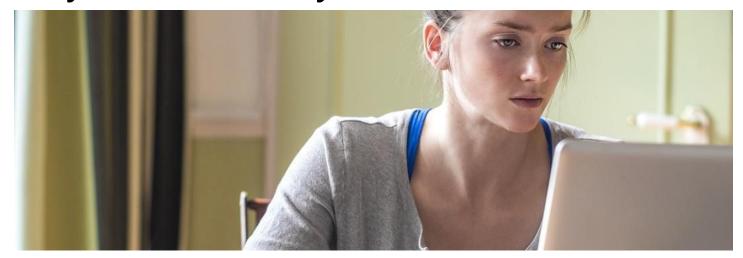# Why choose Donorfy?

There are many reasons that make Donorfy the UK's fastest-growing charity CRM. Here are the main ones:

1. DONORFY IS THE CRM YOU ACTUALLY *WANT* TO USE

Easy to use. Clear. Intuitive. Pretty. Just some of the words used to describe Donorfy. We think that charity CRM no longer has to be endlessly configurable and complicated. That's why we created Donorfy. It's inviting and refreshingly easy to use. Which also keeps down the cost of onboarding new staff at your organisation by reducing or even eradicating training costs.

2. DONORFY SAVES YOU MONEY

Implementing and running Donorfy costs a fraction of what you would expect to pay for other systems. Why? Because we keep it simple. You just set up an account, configure the features you need (help is at hand if you need it), upload your data and get started. No long-term sign ups.

And you don't need to buy or maintain expensive servers. Being a true cloud-based solution, Donorfy takes the IT out of CRM.

3. DONORFY SAVES YOU TIME

Life is complicated enough, and time is precious, so Donorfy saves you time by simplifying and automating. Routine tasks like accepting online donations, processing regular gifts and claiming Gift Aid tax are automated "hands-off" processes. Integrations to JustGiving, Eventbrite and MailChimp to name a few keep your database up to date. We even take care of the monthly Donorfy updates, so you will always be up to date with the latest features.

Apart from being easy to use, affordable and time-saving, Donorfy has also been independently rated as the best. Read on...

Not only did we come out at the top of tables for top rated software, Donorfy also topped the charts for top rated CRM supplier - for the third year running.

FIGURE 4: HOW DO YOU RATE YOUR CRM SOFTWARE?

Software	Number of responses	Functionality	Cost	Integration with other systems	Integration with website	Ease of use	Accessibility	Security	Ability to customise	Overall
Advantage[NFP] Fundraiser	26	4.2	3.9	3.2	3.3	4.0	4.1	4.0	3.6	4.1
DonorPerfect	17	3.8	3.7	3.0	2.9	3.7	3.7	3.9	3.5	3.7
Donorfy	24	4.7	4.8	4.2	4.1	4.5	4.7	4.8	4.2	4.6
eTapestry (Blackbaud)	71	3.9	3.6	3.3	3.5	3.6	3.9	4.2	3.5	3.7
Harlequin	14	4.3	4.6	4.0	3.6	4.4	4.5	4.6	4.3	4.5
Raiser's Edge (Blackbaud)	207	3.9	3.1	2.9	2.8	3.6	3.6	4.1	3.2	3.6
Salesforce.com	15	4.2	3.4	3.7	3.3	3.9	3.8	4.2	3.7	4.0
Other	66	3.5	3.9	2.8	2.4	3.4	3.5	3.7	3.2	3.4
Overall	440	3.9	3.5	3.1	3.0	3.7	3.8	4.1	3.4	3.7

Satisfaction ratings have been calculated by assigning responses with values and then calculating an average: 'very good' = 5, 'good' = 4, 'average' = 3, 'poor' = 2, 'very poor' = 1 points.

FIGURE 5: HOW DO YOU RATE YOUR CRM SOFTWARE SUPPLIER?

Supplier	Number of responses	Technical support/ customer service	Provision of updates/ upgrades	Knowledge of charity sector	Corporate social responsibility	Investment in development	Overall	% that would recommend supplier
Advantage[NFP] Fundraiser	26	4.7	4.5	4.3	4.3	4.3	4.4	81%
Blackbaud (eTapestry & Raiser's Edge)	273	4.1	3.9	4.1	3.6	3.7	3.9	81%
Donorfy	23	4.7	4.7	4.9	4.6	4.8	4.8	96%
DonorPerfect	16	3.7	3.7	3.5	3.5	3.5	3.7	69%
Harlequin	14	4.5	4.4	4.6	4.4	4.3	4.4	86%
Microsoft (Dynamics CRM, Access, Excel)	15	3.1	3.1	2.8	3.1	2.9	3.1	50%
Salesforce.com	15	3.5	3.7	3.6	3.3	3.6	3.6	67%
Other	45	3.6	3.4	3.6	3.2	3.0	3.3	53%
Overall	427	4.0	3.9	4.1	3.7	3.7	3.9	77%

Satisfaction ratings have been calculated by assigning responses with values and then calculating an average: 'very good' = 5, 'good' = 4, 'average' = 3, 'poor' = 2, 'very poor' = 1 points.

The survey examined themes including software integration, length of ownership, functionality, data management and regulatory compliance.

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