



Donorfy is rated as the **top CRM software**, the **top CRM supplier** and the **most recommended CRM** for the third year running in the Charity Finance and Fundraising Magazine's [Charity CRM Software survey](#) for 2018. Results in full:

**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 <sup>NFP</sup> 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 <sup>NFP</sup> 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.

For more information on Donorfy please visit [donorfy.com](http://donorfy.com)