



**Organization:** The Washington Area Humane Society

**Software:** Donor Perfect 2017-2021

**Previous Software:** QuickBooks

**Reason for exploring new donor software:**

- QuickBooks lacked an easy mail merge output and reporting.
- We needed integration donation form options for our website.

**Cost & Choosing Software:**

- In 2017 WAHS looked at four products and Donor Perfect seems to have great reviews and was affordable.
- Four years later, WAHS currently has 9000 constituents in our system, and we are charged roughly \$4,000 annually. Their billing based on number of donors in the system.
- There are also transaction fees as well per transaction. You must use their payment processor and fees seem comparable to others.

**Things WAHS loves about Donor Perfect:**

- Very easy to use. Easy onboarding. Good interface.
- Customer service is always available. There is a chat box with live people. WAHS often uses this rather than a phone call if we are having trouble figuring out a report template.
- Comprehensive reporting. Pretty much any report you could want exists.
- Forms: You can create donation forms and put code into your website. Easy to use with little coding experience.
- Nice In Memory tools and response generation.
- Easy ability to send bulk letters and emails in response to donors.
- Ability to track pledges for a capital campaign.
- Monthly donation management and communications.
- Customized response emails.

**Things we wish were better:**

- Not many integrated analytics. They are just starting to offer some analytics. But it is additional cost. I have not explored this yet.
- Lacks any crowd-raising team fundraising abilities. We use one-cause to handle our virtual team fundraising and online auctions.
- Wish there were a more seamless way to integrate into QuickBooks. So, we don't have to do double data entry. We need to explore this more as well.

**Who WAHS thinks it would be good for:**

Donor perfect is great for a small organization with under three people in their development team. It is easy to use and is not over-engineered. If you want to graduate from using excel or QuickBooks to track donations this is a nice upgrade