

Finding Your Digital Bliss

A Guide for Nonprofits





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The Challenge Today

Nonprofits have certainly not had it easy lately between a global pandemic and subsequent postponement, cancellation, or shift to virtual events. Like their counterparts in the for-profit world, they have also had to get leaner, become more efficient, and find ways to do more with less.

As a result, a nonprofit fundraiser's job has never been more difficult. Nonprofits have always had to exist in lean environments anyway, seemingly perpetually under-staffed and under-resourced. How is it possible to belt tighten any further?

Technology has long held the promise of making our jobs in the nonprofit world easier by alleviating us from repetitive, administrative tasks, all while giving our supporters the tools they need to meet them where they are these days . . . in the online world.

The reality of the situation is that there are so many new tools and platforms introduced that it becomes nearly impossible to determine which ones are the best fit for your organization or how to effectively integrate them into your current suite of technology.

Furthermore, the specialization and ongoing support of platforms like MailChimp (email marketing) and QuickBooks (accounting) has made it undeniable that such tech is invaluable to organizations today, and we grow increasingly invested in them for the functions in which they specialize.

Data . . . the 800-Pound Gorilla or Tank of Snakes?

The result can be a myriad of software integrations that, while seemingly a solution at that moment, without a thorough understanding that not all integrations are equal, over time operational inefficiencies may increase and crucial data can become siloed.

Without robust integrations or the sharing of data between channels, a full picture of your supporters' engagement between them and your digital fundraising ecosystem cannot be envisioned as reporting fails to show the entire 360-degree perspective.

When a holistic perspective is lacking, full supporter engagement cannot be measured and deep, strategic fundraising strategies cannot be developed with full confidence. In addition, more resources may need to be added to compensate for this, but this likely only perpetuates the problem over time as supporter data may still be incomplete and as the software needs to be updated and maintained.

Eventually, the software and data problem becomes the proverbial, 800 pound gorilla in the room...or the tank of snakes in the pet shop that Pee Wee was reluctant to save until the very last moment. Regardless of which analogy you go with, it's a scary creature.





What is Digital Bliss?

“Following your bliss” is a famous bit of life advice from mythologist Joseph Campbell. In this context, it means to pursue a path with our technological choices that leads to simplicity, happiness, and peace. Can this be achieved with digital fundraising technology?

We say why not?

Because tech for donors and donations, members, volunteers, programs, and events can oftentimes be cobbled together with integrations that can be very light on data sharing, the end user experience for your supporter leaves a lot to be desired.

For you, siloed data systems can have you spending hours manually pulling reports from each channel and performing in-depth analysis to try and determine your supporters’ engagement. Sound familiar?

A Better Way

The way we see it, nonprofits deserve better tools to help them save time, streamline their processes, and have a greater impact on the communities they serve. With the right digital nonprofit technology set-up that's integrated into your organization's ecosystem, you can do it all blissfully. You can automate more of your processes, gain valuable insight into your constituents and prospective donors, and create a fundraising ecosystem that works for you.

Digital bliss is the idea of utilizing technology to change how your nonprofit operates across every aspect of your organization. In the simplest terms, it's about creating a vibrant, digital fundraising ecosystem for your supporters while providing you with the creation of a cohesive, digital environment for managing constituents, accepting membership payments, tracking volunteer hours, managing fundraising events, and so much more.

In this guide, we'll walk you through how this can be achieved using tools and methods that will help you bring a little more bliss into your professional life while you stretch your budget, earn more revenue, and generate meaningful data that can improve your nonprofit's overall performance.

Digital bliss goes beyond digital transformation to completely innovate your operations so your nonprofit can have a more significant impact.



The Art of the Donor Experience

Digital bliss isn't only about making your working life more peaceful and streamlined. It also enhances the giving experience for all your current and prospective donors and improves every aspect of your fundraising strategy.

When it comes to charitable donations, online giving is the most popular method. According to the 2020 Global Trends in Giving Report sponsored by Funraise and Nonprofit Tech for Good, 63% of donors in the United States and Canada prefer giving online via a credit or debit card.

As for the value of the money your nonprofit will spend to achieve digital bliss, it's well worth it. According to the most recent M+R Benchmarks report, for every ten cents a nonprofit invests online, they receive a dollar in revenue — and that's just the beginning. It will save you and your donors time, help you raise more money, improve donor retention, enhance business knowledge, increase efficiency, and improve your reporting.

1. Save Time

It certainly hasn't been easy to juggle the constant operational changes and budget cuts of the past few years. Like their counterparts in the for-profit world, non-profit employees have had to pivot and adapt to do more with less time and money.

A truly unified supporter platform will allow you to bring together all your donor, member, volunteer, and attendee data under one system.

Your donors, volunteers, members, and event attendees want a quick and easy way to engage with you digitally.

The more simplified and user-friendly you make the process of engaging with your organization, the more likely your supporters are to act. The more steps they have to take, the more time and energy they must spend to engage with you — the less likely they are to bother interacting.

By investing in digital bliss, you can create a seamless experience for your supporters—online and offline.

For example, through completely customizable, mobile-friendly, branded landing pages, you can:

- Make it quick to donate
- Set up recurring giving options
- Automate dues
- Simplify event registration
- Ask for volunteers
- Promote silent auctions
- Host raffles
- Support peer-to-peer fundraising

As for your employees, digital bliss offers a powerful and easy way to manage every aspect of supporter engagement. This means that you can quickly:

- Identify fundraising opportunities
- Set up automated emails
- Keep track of payments/donations/volunteer hours/event registrants

The key is putting everything in one centralized digital location—all information about your donors, members, volunteers, events, and program attendees. And once everything is in one place, you can engage with your users in seconds instead of minutes.

2. Raise More Money - Engage More Donors

Fundraising is all about increasing your charitable donations, and online is where it's at. According to a [report by Double the Donations](#), online giving grew by 12.1% in 2019, and overall, online revenue increased by 23%.

However, many nonprofits struggle with their ability to raise more money because they don't have access to the data they need to strategize in the long- and short-term.

When you develop a comprehensive nonprofit ecosystem through digital bliss, you can completely change how you manage giving. You can:

- Automate donation landing pages to support recurring giving — the most sustainable fundraising option.
- Integrate with easy-giving technology such as PayPal, to make it easier for supporters to donate.
- Project and forecast income by controlling all donations, memberships, event payments, gifts, and auction purchases in one location.
- Segment your supporters by lapsed donors, engaged constituents, and volunteers, to reach out to those individuals most likely to give.
- Filter your revenue metrics into completely customizable reports to be far more strategic in your fundraising efforts.

3. Improve Donor Retention

Donor retention is a well-known problem. The proverbial leaky bucket that makes it harder and harder to grow your results year-over-year. More additional effort that's required from your supporter in renewing their gift (re-signing up, entering their credit card, saying "yes", etc.), the less likely that they'll continue to give. To keep donors on board, you must make it easy and automatic for them.

Recurring donation options are becoming increasingly popular with online donors and that's resulting in a 40% increase in online monthly giving revenue, according to [Double the Donation](#).

That's where digital bliss offers peace of mind. It provides guidance on how best to monitor donor retention as well as how to stoke the flame of repeated giving. You can even automate the donation and membership management process for current and expired supporters.



4. Consolidate Data

Nonprofits don't operate in a vacuum. Cobbling together a bunch of disparate tools (Excel spreadsheets) to recruit volunteers and engage with supporters just isn't effective. You need to be able to see your entire system at once.

Digital bliss will help you determine the overall health of your organization, at any given time, through access to an advanced set of fundraising tools.

For example, you should be able to run an analysis of:

- Lifetime value,
- The average value of your major donors,
- The state of your donations year-over-year,
- Multi-year supporter retention,
- And more.

The key is bringing all your data — everything from donations to constituents, members, events, programs, and volunteers — together, effectively. Only in this way can you develop a comprehensive strategic fundraising plan and measure your success. Best of all, integrated platforms that consolidate your data provide you with a better chance of seizing future opportunities as new features emerge.

5. Increased Efficiency

To increase fundraising capacity within your nonprofit, you need to consolidate data and streamline operations. That's what digital bliss is all about.

Let's consider task management, for example. In most nonprofit organizations, they have a different tool, software, and/or process for everything. For example, you might use MailChimp to send out emails, something else to track phone calls, and then a disconnected CRM to develop profiles of all your supporters.

When everything is separate, it's difficult—if not impossible—to know what you've done, what you need to do, or how successful each action was.

Digital bliss creates an ecosystem that keeps everything in one location, which means you can efficiently:

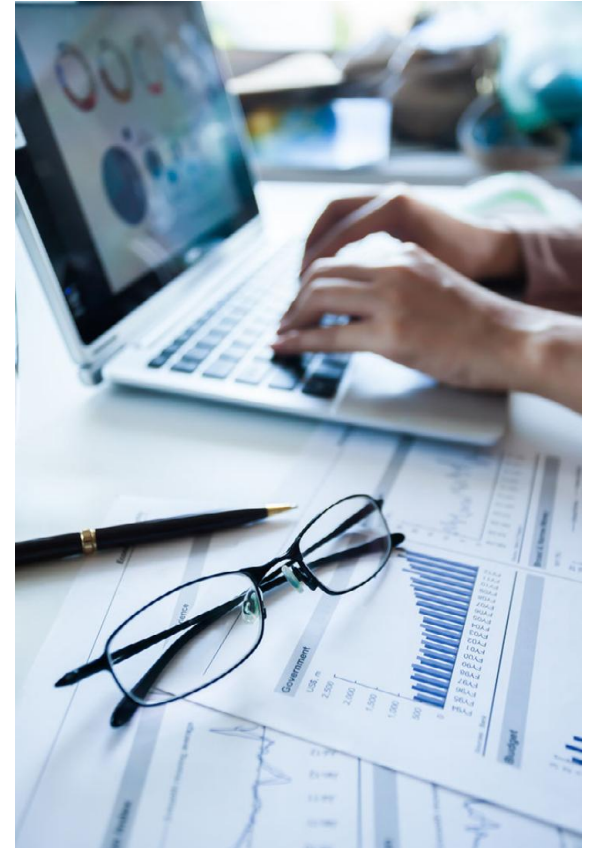
- Track task management,
- Note phone calls,
- Automate email messages,
- Pull reports on supporter activity,
- And customize your database to the information you need and nothing you don't.

6. Better Reporting

Advanced reporting and analytics are the only way to know if you have a comprehensive fundraising strategy that works for your nonprofit. When you achieve digital bliss, this is possible. You'll be able to pull reports on everything from donations to volunteers, emails, memberships, events, and more.

With full reporting and analytics on your nonprofit fundraising, you can:

- Cross-correlate donation insight between your various supporters.
- Discover low-hanging fruit to increase donations.
- Keep track of all supporter profiles, including how you've interacted with them, to break down exactly how people engage with your nonprofit. (One example of this can be monitoring the email engagement rates of your lapsed donors so you can prioritize outreach to those that are highly engaged.)
- Watch behavior and determine what will help you increase engagement in the areas you need it most. (An example can include seeing who attended your annual event the last 2 years, but hasn't donated, and what their wealth score/capacity is.)



A Step-by-Step Guide to Achieving Digital Bliss

Now that you know what digital bliss is and how it can drastically improve your nonprofit's mission, the question is: how do you achieve it?

Digital bliss will require transformation in every aspect of your organization. Having a CRM for your donor database is not enough. That CRM must integrate well with your mass email platform, donation platform, event management system, and more.

Here are seven steps to get started.



Step 1: Breakdown Your Fundraising Ecosystem

The first step to achieving digital bliss is to examine your complete fundraising ecosystem. You need to break down your nonprofit's fundraising efforts into individual parts, so that way, you can take a more systematic approach to your digital strategy (step two).

For most nonprofits, your fundraising efforts can be broken down into seven elements.

- **Constituents:** Any supporter who interacts with your organization in some way — big or small — is a constituent, including donors, members, volunteers, event, and program attendees. All constituents should be collected in one digital location so that you can quickly identify fundraising opportunities and gain valuable insights.
- **Donations:** Managing your donations is critical to success. Not only do you need a way to digitally encourage donations, but you should also be set up for recurring giving options, automated donation reminder emails, notifications when a donor cancels their recurring payment, and more.
- **Membership:** If you have a membership option for your organization, how do you keep up with this? Your digital ecosystem should include a way to take membership payments, handle current and expired members, automate dues, send reminders, and distinguish members from donors so you don't misspeak or muddy your impact with your crossover initiatives.

- **Volunteers:** If you have volunteers that interact with your organization, you need a way to keep track of and monitor all volunteer hours, applications, and pipelines to track their influence on fundraising and revenue.
- **Programs:** Does your nonprofit host various programs that affect fundraising: classes, camps, donation campaigns, etc.? Registrants for these programs should enjoy a seamless online experience that's easy to navigate for them and simple to manage for you.
- **Events:** How do you manage your event ticket sales and integrate your events with your volunteer efforts, donation management, and overall supporter engagement? All events for your organization — whether they're raffle sales or online silent auctions — should be interconnected with all your other fundraising efforts.
- **Marketing:** How are you spreading the word about your organization in a way that you can track results? Do you have dedicated donation landing pages for your campaigns? Specific outreach techniques based on your donors' preferences? Aligning your marketing to compliment your other fundraising efforts can boost your results and provide measurable data to help you with future campaigns.

The goal is to gain a 360-degree view of your current fundraising efforts, so you can start figuring out where and how to better target your efforts digitally.

Step 2: Audit Your Current Digital Operations

The goal of digital bliss is to deliver easy, effective, and emotional supporter experiences and operations.

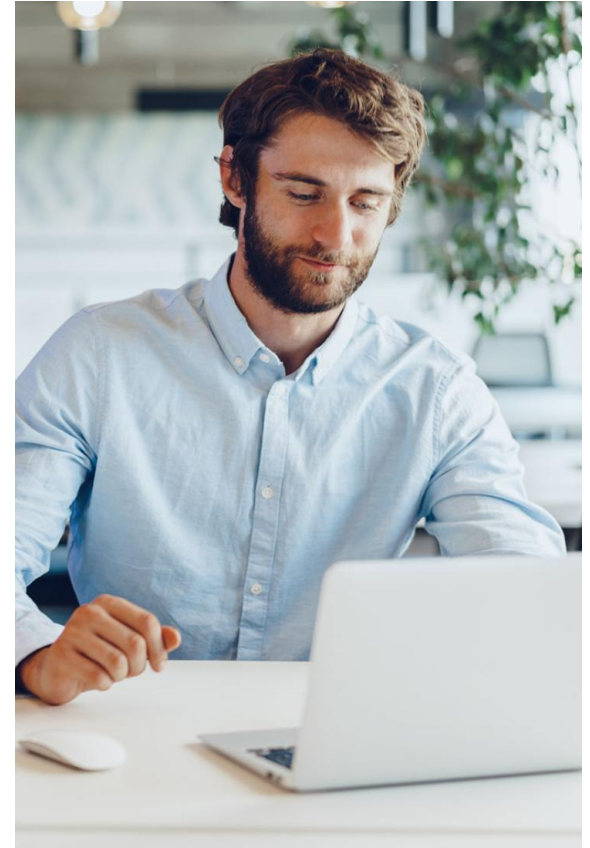
Based on the breakdown discussed in step one, it's time to assess your current digital approach to identify gaps and opportunities. What processes, people, and technologies do you already have in place, and what is missing?

Here are a few questions to ask during the digital audit process.

How do you receive donations?

How do you receive most of your donations? If you accept online donations, how do you do so? Is it through a third-party platform or tool like Facebook or Paypal? Does it integrate with your CRM? How many steps does it take for a prospective donor to make an online donation and are there any steps that cause your donors to give up?

Accepting online donations is a great place to start but ensuring that those donations are easy to make is even more important.



Support beyond cash: what do you do?

According to The Street, millennials prefer in-kind donations (41%) and volunteering their time (27%). How does your operation account for and keep track of donations beyond cash? Volunteers, programs, and events are just as important a part of your nonprofit's work as fundraising.

Review your current support goals (beyond donations) and how you handle those in the digital environment? Are your non-monetary supporters in your CRM? Do you have a marketing plan to turn those supporters into donors? If so, does your CRM have a 2-way integration with email marketing to easily allow you to send newsletters, announcements, appeals, and more to your supporters?

It's essential to develop a digital strategy that covers the online behavior and interests of all your constituents.

Where does your website traffic come from?

Having a website is critical, but do you know how effective your website is at encouraging engagement? What about where your website traffic comes from? How do your supporters find you online?

The design and navigation of your nonprofit website can make a significant difference in receiving online donations and other support. Not only does your website need to be aesthetically pleasing, but it also needs to:

- Be fully functional,
- Match your organization's goals,
- And help meet your audience's needs.

Are you mobile-friendly?

What about your mobile presence? Achieving digital bliss doesn't stop at the desktop; it's complete online ease. While mobile giving may only account for 30% of gifts and 21% of revenue, according to an [M+R Benchmark study](#), mobile devices account for 48% of all nonprofit website traffic — and these numbers are growing rapidly year over year.

Without a strong mobile presence, you're missing out on getting your brand, values, and fundraising appeals in front of the people who want to see them.

What digital marketing do you already do?

What is your current approach to digital marketing? What platforms are you on (social media, email, video, etc.)? How much success are you having?

Look for any shortcomings and successes in your current digital processes.

- Are you wasting resources?
- What platforms are underperforming?
- What marketing efforts produce the most website traffic, donations, engagements, etc.?

The key here is to analyze the metrics of your current digital marketing, including all online campaigns, so you have an idea of where you can improve and what your new realistic but ambitious goals should be. One way to gather metrics for this analysis is to test landing pages with different messaging to measure which is eliciting more response from your audience.

Step 3: Identify Any Constraints

Though simple, this step is essential in achieving digital bliss. You must concretely define any constraints your organization faces when it comes to implementing a digital strategy.

These constraints can include:

- **Budget:** How much money can you put toward developing, implementing, and executing digital bliss.
- **Stakeholder Interest:** Your digital strategies shouldn't interfere with or shift your organization's mission. You cannot violate or contradict the interests of your stakeholders.
- **Technology:** What technological infrastructure does your organization already have in place? How difficult will it be to transfer data from your current database? Do you have the technical support you need? What new technology will you need to achieve success? (For example, Facebook donations do not include donor contact information. Instead, you could link a landing page to your Facebook fundraising campaign that integrates with your CRM.)
- **Offline Efforts:** Consider your non-digital efforts. How will digital bliss improve those efforts instead of getting in the way? One idea is to consider adding a QR code or short and simple URL to your mailers that leads to a digital landing page for signups, tickets, or donations.

By considering all the moving pieces of your nonprofit, and putting all potential constraints out there, you can better determine what it will take to make digital bliss possible.

Step 4: Implement a Supporter Engagement Platform

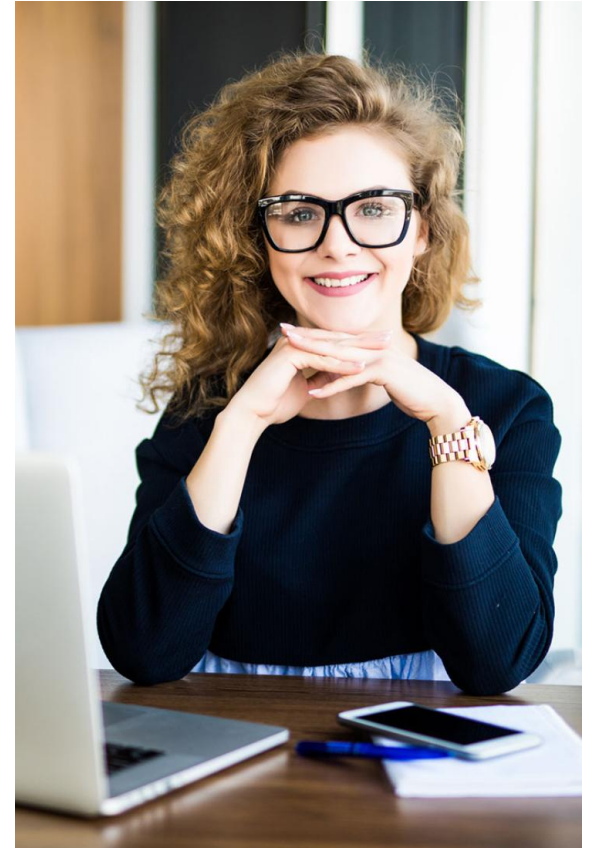
After outlining your fundraising ecosystem, reviewing your current digital efforts, and identifying any constraints, the general foundation of your digital transformation is complete.

Now, it's time to start making concrete plans for your nonprofit's new digital life. The first step is to equip your team with the tools required for success, most importantly, a supporter engagement platform.

A comprehensive nonprofit digital strategy must include a supporter engagement platform that allows you to up the game and scale all your digital operations at once. It must take a systematic approach to understanding and meeting all your technology needs and make it possible to track and achieve all your nonprofit strategy goals.

When looking for a supporter engagement platform, keep an eye out for a few essential features:

- **Unified Supporter Engagement:** The platform should offer a 360-degree view of all your constituents: donors, volunteers, event attendees, etc.
- **Fundraising Tools:** There should be easy-to-use fundraising tools that help you build donation strategies and uncover deep insights into all your supporters.
- **Strategic Development Tools:** The platform should inform your fundraising strategy through forecasting, modeling, donor calculation, donor profiles, and more.
- **Landing Page Creation:** You should be able to quickly and easily create mobile-friendly landing pages that make it enjoyable for your supporters to donate, volunteer, register for events, and become members.
- **Integration:** Choose a main digital platform that can act as the hub for all fundraising efforts. It should be able to connect your website to your accounting to your donation landing pages to your payment processing software. In addition, it should be able to connect your email marketing efforts to your constituent profiles, event management, volunteer database, and more.



- **Account Management:** Supporter engagement platforms can be complicated, so look for software that comes with top-notch support and account management beyond the initial set up and training.
- **Data Migration:** Starting out with clean data and a database that you know how to use is a big part of this.
- **Reports and Analytics:** Advanced reporting and analytics are both critical to developing a successful and comprehensive fundraising strategy. You should be able to report on all six elements of your fundraising ecosystem within your supporter engagement platform.
- **Security:** The platform should offer extensive web security with encrypted servers, automated backups, various user permission levels, PCI SAQ-EP compliant payment processing, and more.

Step 5: Integrate All of Your Online Tools

While a supporter engagement platform will be the centerpiece of your digital strategy, you may also need additional software for email marketing, social media posting, digital advertising, calendar scheduling, payment processing, phone banking, accounting, and more.

The key is making sure that all digital tools, platforms, and software interact and integrate with each other. Digital bliss is all about ensuring that each of your customized technology, tools, and features connect and make your job easier, not more difficult.

Step 6: Take Fundraising Online

Digital bliss is only achieved when you take your fundraising efforts online.

After all, the core purpose of your nonprofit is to engage your constituents and raise money, so making that easier through digital bliss makes sense.

Just make sure that you choose the right digital fundraising channels for every campaign. While this can vary from goal-to-goal and project-to-project, the key is to use the most appropriate channel for the donors you're trying to reach.

Some of the most common digital fundraising channels include:

- **Online Donation Forms:** Having a website or landing pages that host donation forms is one of the best and easiest ways to increase donor engagement. Typically, these forms include simple payment information and are integrated with your payment processing software.
- **Hybrid Fundraising Events:** The ability to host auctions and raffles, both as part of a digital fundraising campaign and at live events, can help you boost your donations while offering a fun and exciting experience for your supporters.

- **Crowdfunding Platforms:** These fundraising services are available to nonprofits that want to set up timed campaigns and promote them online. They are ideal for small-scale fundraising efforts that need to attract a lot of attention quickly. They usually include a fee to the platform administrator.
- **Peer-to-Peer Fundraising:** This type of digital fundraising relies on the power of social media to engage with new and existing donors. Digital platforms that integrate with your supporter engagement platform can help you host these types of campaigns, which are ideal for mid to large fundraising efforts.
- **Recurring Donations:** To achieve long-term change, recurring donations are essential to your success. To gain recurring donations, your digital strategy should make it extremely easy for new and current donors to sign up for a regular giving option. And, for true digital bliss, recurring donations should be automated.

The idea here is to implement digital fundraising that is best suited to helping you reach your overarching company, campaign, and project goals.

Note: *make sure you review your online security before you set up any digital fundraising efforts. It should be no surprise that according to a [Global Trends in Giving Report](#), 92% of donors say it is important for nonprofits and charities to make a concerted effort to protect their contact and financial information from data breaches.*

Step 7: Implement Advanced Reporting and Analytics

Advanced reporting and analytics software will give you insight into your overall digital strategy as well as each campaign, project, event, program, supporter, donor, and constituent. Only with detailed data and metrics on your fundraising and outreach efforts can you determine if you've reached your goals and how well you've done so.

Start by breaking down your fundraising and engagement goals into steps—individual elements that need to be measured and collected. For example, for donors, you might want to know:

- How they learned about you,
- How large of a donation they made,
- Whether or not they signed up for recurring donations,
- How often you contact them via email, phone, or text,
- Which emails they open and links they click in those messages,
- When they last attended an event or program,
- And what your plans are for staying engaged.

The more you can break down your step-by-step supporter engagement process, the better. This way, you can better analyze the performance of your nonprofit digital strategy at each stage in the constituent journey.

Humanitru Makes Digital Bliss Possible

It might seem extremely complicated, if not impossible, to achieve digital bliss.

The good news is that you are not on your own. Humanitru is software specifically designed to help nonprofits achieve digital bliss.

As your fundraising partner, we are here to help you develop an effective and efficient digital strategy that allows you to discover your untapped potential. We can help you cultivate more donations, re-engage lapsed donors, create effective fundraising strategies, and gain valuable insights into your constituent database.

Here's how Humanitru helps.



6-in-1 Platform

Humanitru is a 6-in-1 digital platform that helps you bring together, automate, and control how your constituents engage with you. It does this by putting everyone who supports you (donors, members, volunteers, event attendees, and program registrants) into one system, so you can more easily engage with people, ask them to give, and get to know all your supporters at a micro and macro level.

How Humanitru works is that as soon as a supporter engages with you in any way — signs up to volunteer, donates, becomes a member, or submits their email — they are automatically added to your constituent database. From there, you can customize their profile information to fit your exact needs, and then keep track of every action thereafter. You can see:

- If they attended an event
- When you last emailed them
- When they answered a call from your team
- What actions they took on email: opened it, clicked a link, donated, etc.
- If they purchased a membership
- If they signed up to volunteer
- How much they donated, when, and how
- What campaigns are they part of?
- How you've interacted with them (email, phone, text, letter, website, etc.)

And that's just the start. Humanitru allows you to break down each supporter profile into as many critical elements as possible to give you the information you need. Then, from there, you can discover hidden gem major gift prospects, engage with lapsed donors, find new volunteers, and more.

A User-Friendly Experience

Unlike many CRM systems, Humanitru isn't complicated or overwhelming to the point where it's more work than it's worth. Although it's an advanced and comprehensive supporter engagement tool, it is easy to use on the backend and user-friendly for your supporters.

The goal of Humanitru is to help your nonprofit build fundraising strategies and uncover deep insights into your constituents. We do this by offering a range of simple tools:

- **Customizable Dashboard:** Configure your dashboard to meet your organization's goals and workflow.
- **Task Actions:** Create a wide range of task actions that you can manage, including setting reminders, leaving notes, scheduling meetings, sending emails, and more.

- **Landing Pages:** Create mobile-friendly landing pages for donations, events, volunteers, memberships, and more.
- **Lead Scoring:** Develop a formula for determining hot, cold, and lukewarm leads, making it easier to convert low hanging fruit.
- **Branded Links:** Generate your own uniquely branded URLs to increase donations, event signups, and memberships.
- **Peer-to-Peer Fundraising:** Create event pages that help you recruit supporters to fundraise on your behalf.
- **Built-In Integrations:** Easily connect Humanitru to all your other critical digital software, including email, accounting, payment processing, voice broadcasting, and more.
- **Automatic Receipting:** On every landing page, create customizable and branded receipts that are automatically generated based on the type of supporter engagement/transaction that takes place.

Reporting and Segmentation

Humanitru doesn't just offer a set of sophisticated fundraising tools — it also helps you measure your success and be more strategic in your efforts through advanced reporting and analytics.

Humanitru gives you access to:

- **Donation Reporting:** Easily and quickly determine donation amounts, dates, average gift size, lifetime giving, and more.
- **Volunteer Reporting:** Report on volunteer sign-ups, applications, hours, background checks, and more.
- **Email Reporting:** See email open rates, donations from email, link clicks, individual supporter email open rates, speed of opens, etc.
- **Member Reporting:** Track membership payments, amounts, frequency, last payment, and more.
- **Custom Reporting:** Create custom reports that exactly fit your campaign/project needs and goals. Cross-correlate data between donors and events or volunteers and donations.
- **Forecasting & Modeling:** Inform your strategy and budget with insight into the variations in your fundraising efforts monthly, yearly, or multi-year.

- **Segmentation:** Break down your fundraising data into customizable segments that fit your needs. Segment your constituents by prospects, foundations, volunteer skillset, donation amount, membership subscription, and more.

The idea behind Humanitru's reporting and segmentation is to let you really drill down into the behavior, donations, and engagement of your supporters.

After all, you can't manage your budget, reach out to potential new donors, or inform your organization's strategy without insights into what's going on.

Dozens of Integrations

Humanitru integrates with all the digital platforms you're already using. There are dozens of integrations available, including:

- **Accounting:** QuickBooks
- **Calendar:** Google Calendar
- **Direct Mail:** Lob
- **Email Marketing:** The Action Network, Campaign Monitor, Constant Contact, and MailChimp
- **Event Management:** EventBrite
- **Payment Processors:** ActBlue, Altor, Beyond, blueswipe, Karma Payments, and PayPal
- **Process Management:** SmartyStreets
- **Phone Banking:** CallHub
- **Texting:** Twilio

With Humanitru, you have a hub for all your digital fundraising efforts, which helps you keep your strategies more focused and your data more centralized. Our goal is to ensure that everything is connected in such a way that you can consciously choose the best fundraising outlets, advocacy campaigns, and outreach efforts for each situation or individual.



Pricing Tiers

Humanitru is proud to offer innovative, value-aligned pricing. Instead of lengthy (12-36-month contracts), our flexible month-to-month pricing is based on the number of active donors in your organization.

With Humanitru, you only pay for what you can afford and for the tools you need most.

For small organizations, pricing starts at just \$100/month for up to 300 active donors. Mid-range nonprofits pay \$200/month for up to 1000 active donors. Larger organizations with up to 3000 active donors pay \$500/month, and for charities with over 3000 donors, there's special pricing based on your needs.

Data Migration & Training

With every subscription to Humanitru, data migration and training is included. This means you don't have to worry about setting up your new digital ecosystem or achieving digital bliss on your own. We help you clean up your data and put it into a workable database.

All you should worry about is gaining the insight you need.

And even after your data is migrated, Humanitru's team of fundraising experts will work together alongside you to help you gain the most benefits out of the platform. We devote regular training to making sure you understand all the features and tools available in Humanitru and how they can work for you.



Final Thoughts

Digital bliss isn't just a buzzword. It means that everything is synced and connected automatically so that then all you need to do is sit back and reap the rewards.

It's an entirely new way to view how your nonprofit can achieve success in the digital world. It's about more than just taking your fundraising online; it's about dedicating your nonprofit to finding new solutions to serve your market.

From developing a fundraising strategy to managing your events, sending tons of marketing emails, managing your donors, engaging your volunteers, or increasing donors, Humanitru can help. We transform traditional nonprofit management into effective donor management. Think of us as your partner in managing your entire digital ecosystem.

Because once you achieve digital bliss, you can get back to focusing on what really matters: helping others.

