



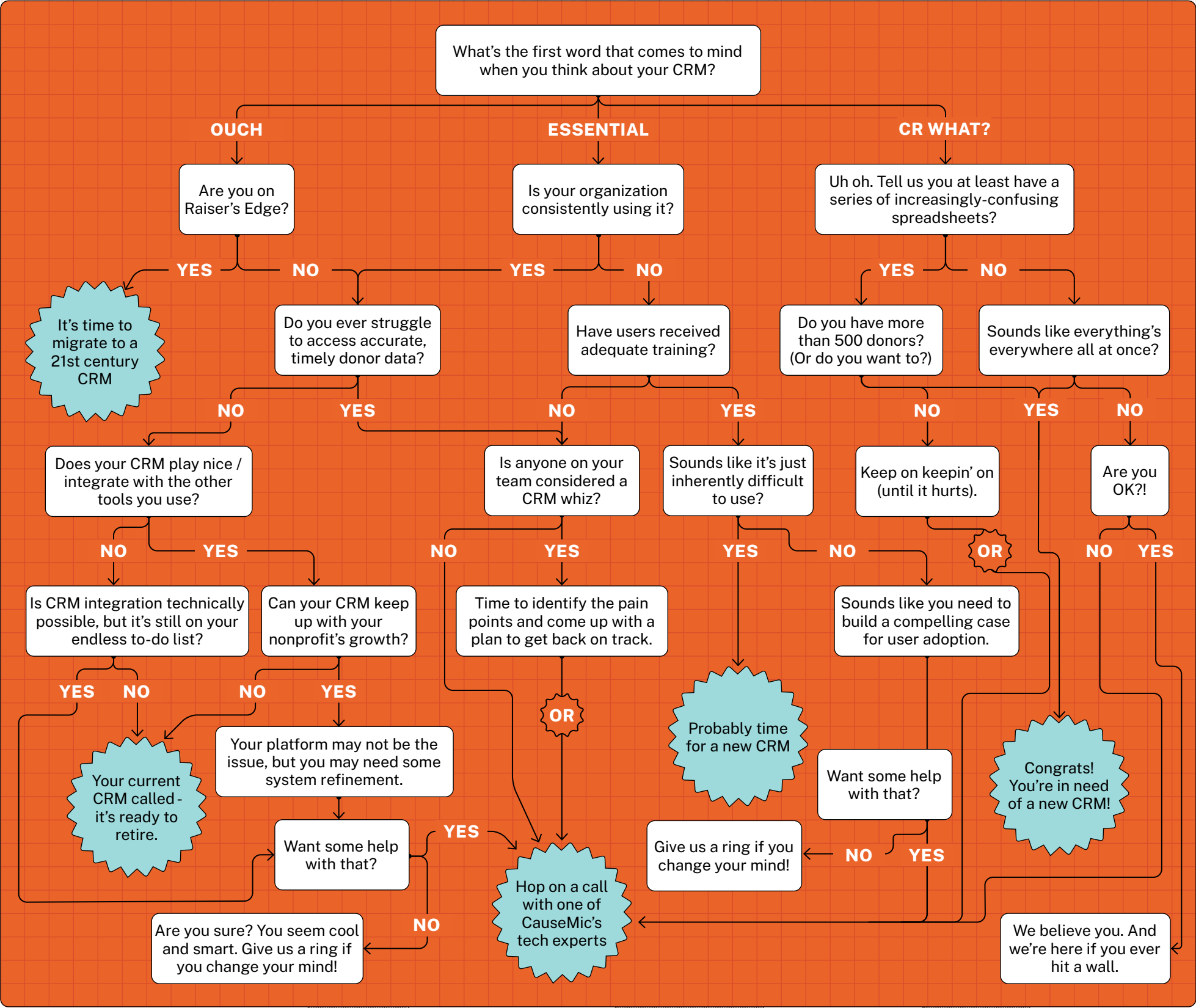
The CRM your mission needs



Is it time to break up with your nonprofit CRM?

Tired of your CRM leaving you in the lurch — again? Maybe it's time to seek out a more fulfilling relationship with your nonprofit technology. Consider CauseMic your CRM matchmaker! We're here to help you find the system that expands your impact and frees up your team to focus on what really matters.

Inside, you'll find the results of months of analysis and decades of nonprofit experience — our top 3 recommended CRMs, and why we adore them. When you're ready to learn more, join us for a free strategy call to discuss the best solution for your nonprofit.



Tech solutions that deliver

At CauseMic, we don't mess around when it comes to nonprofit tech. The right tools can make or break your mission, and we're here to make sure you've got the best ones in your corner.

Old, clunky systems? They're holding you back. We take this seriously because your organization deserves tech that works as hard as you do.

Our top CRM picks aren't just recommendations — they're power moves designed to expand your impact and free up your team to focus on what really matters.

Why trust CauseMic?

Since 2014, CauseMic's leveraged best-in-class methods and technology from the for-profit world to drive growth and impact in the nonprofit sector. We've worked with organizations of all sizes, from local grassroots groups to national movements, and we get the challenges you face — funding, donor management, and program delivery.

We've tested, analyzed, and implemented the very CRMs we recommend, so we know exactly what works in the nonprofit world and what doesn't. We don't push generic solutions; we craft custom recommendations built for impact. When we say a CRM can unlock growth for your organization, it's because we've seen it happen — time and time again.

Who is this for?

This guide is for nonprofit leaders, fundraisers, and tech-savvy operations pros who know their CRM could be doing more — but maybe aren't sure where to start. If you're tired of wasting hours trying to wrangle donor data or if your team is frustrated with a system that's more hassle than help, this guide is for you.

Whether you're a small nonprofit ready to ditch the spreadsheets or a growing organization looking for scalable solutions, we've got you covered. No tech jargon, no fluff — just real recommendations to make your life easier.

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I highly recommend working with CauseMic if you want to take your ROI to the next level.



Director of Communications & Events
Walk With Sally

“

CauseMic is the resource for nonprofits.



Community Partnerships Lead
Street Roots

How we selected our top CRM picks

We didn't just pick CRMs out of a hat. We dug into the details of 22 of the most popular nonprofit CRMs — testing, reviewing, and comparing each option based on what really matters for nonprofits.

We evaluated everything from ease of use and integration with your existing systems to scalability and cost. We also listened to nonprofit leaders, learning what works in the real world (and what's just marketing hype).

Our top picks were chosen because they deliver results — helping nonprofits stay organized, grow donor relationships, and maximize their impact. Every CRM we recommend passed the “would we use it ourselves?” test.

We evaluated the following CRM features:

- Donation Forms
- Peer-to-Peer Fundraising
- Memberships
- Grants Management
- Receipt Generation
- Fundraising Campaign Management
- Donor Management
- Activity Tracking
- Email Tool
- Social Media
- SMS Tool
- Marketing Automation
- Landing Pages
- Event Management
- Advocacy Tool
- Map Visualization Tool
- Program/Impact Tracking
- Volunteer Tracking
- Direct Mail
- General Document Generation
- Reporting
- AI Tools/Functionality
- Wealth Screening Integration
- Accounting Integration
- Open API
- Webhooks
- Duplicate Management
- Back-End Automation
- Custom Objects
- Data Import
- Data Export
- Data Partitioning/ Role-Based Access
- Security
- GDPR Compatibility

“ At CauseMic, we understand that for nonprofits, time and resources are too valuable to squander on ineffective tools. That's why we're relentless in our mission to ensure every tech solution we recommend is aligned with each organization's strategy and requirements. By cutting through the tech clutter, we help nonprofits not just operate more efficiently, but unlock their full potential and make a tangible impact in their communities.

Kelsey Ingram
Technology Director at CauseMic



Our top 3 picks

(in no particular order)



BEST FOR NONPROFITS THAT:

- Want to engage donors across multiple channels
- Have a lot of one-on-one communications they want to easily track
- Have email addresses for most donors
- Want the ability to do some customization without having to hire a full on CRM administrator

WHAT WE LOVE:

- Easy-to-use, best-in-class marketing tools
- Excellent for tracking donor interactions across email, website, ads, and social
- Custom objects for tracking your program data
- Scales with your organization
- Flexible: choose the Hubs you need (Sales, Marketing, Service, Operations, and Content)

POINTS TO CONSIDER:

- Fewer nonprofit-specific integrations and out-of-the-box features compared to other CRMs
- Some key automation functions hidden behind Operations Hub paywall
- Not ideal for managing a large volume of offline gifts

INVESTMENT:

- Software cost: **\$\$**
- Average implementation cost: – \$30,000
- Average implementation timeline: – 3 months



BEST FOR NONPROFITS THAT:

- Are small to medium in size with both online and offline donations
- Receive significant passthrough giving (e.g., donor advised funds)
- Require integration with wealth tracking and analytics
- Have complex receipting and acknowledgement requirements

WHAT WE LOVE:

- Full suite of nonprofit-specific features
- Pre-configured nonprofit dashboards and reports (lifetime giving, retention rates, etc.)
- Wealth screening and social influence scoring
- Major gift officer pipeline monitoring
- Advanced donor import matching logic (email, address, names, and phones)
- Built-in online giving platform

POINTS TO CONSIDER:

- Less advanced automation tools compared to other platforms
- Many integrations operate in 3-hour batches, not real-time
- Fundraising-only CRM that doesn't currently support tracking your programs

INVESTMENT:

- Software cost: **\$**
- Average implementation cost: – \$22,000
- Average implementation timeline: – 5 months



BEST FOR NONPROFITS THAT:

- Are medium to large with a desire to customize
- Have the funding and IT capacity for implementation and ongoing support
- Desire to integrate with multiple systems
- Manage larger data volumes

WHAT WE LOVE:

- Unparalleled automation capabilities
- Integrates with most nonprofit third party platforms
- Most extensive online learning community and resources
- Supports a wide range of programmatic needs beyond fundraising and marketing

POINTS TO CONSIDER:

- Most challenging and costly to maintain
- Uncertain future with NPSP (Nonprofit Success Pack) and Nonprofit Cloud
- Email marketing is less user-friendly and more expensive than other platforms

INVESTMENT:

- Software cost: **\$\$\$**
- Average implementation cost: – \$60,000
- Average implementation timeline: – 6 months



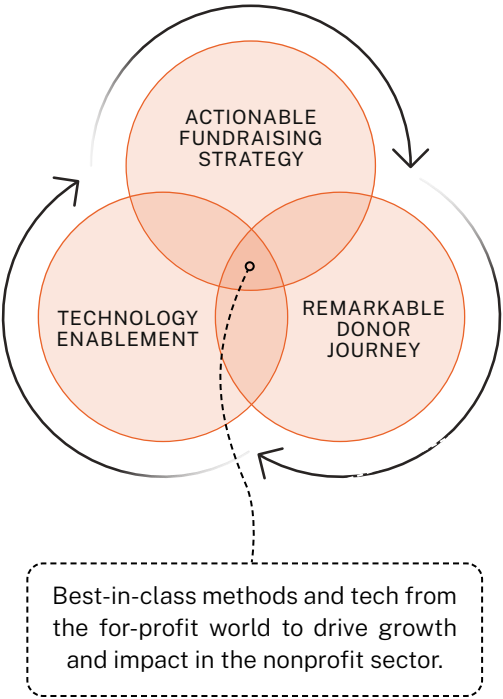
KEEP IN MIND

These nonprofit CRMs scale with your organization's needs.
Connect with our crew to get a clear picture of the total cost and best options for your team.

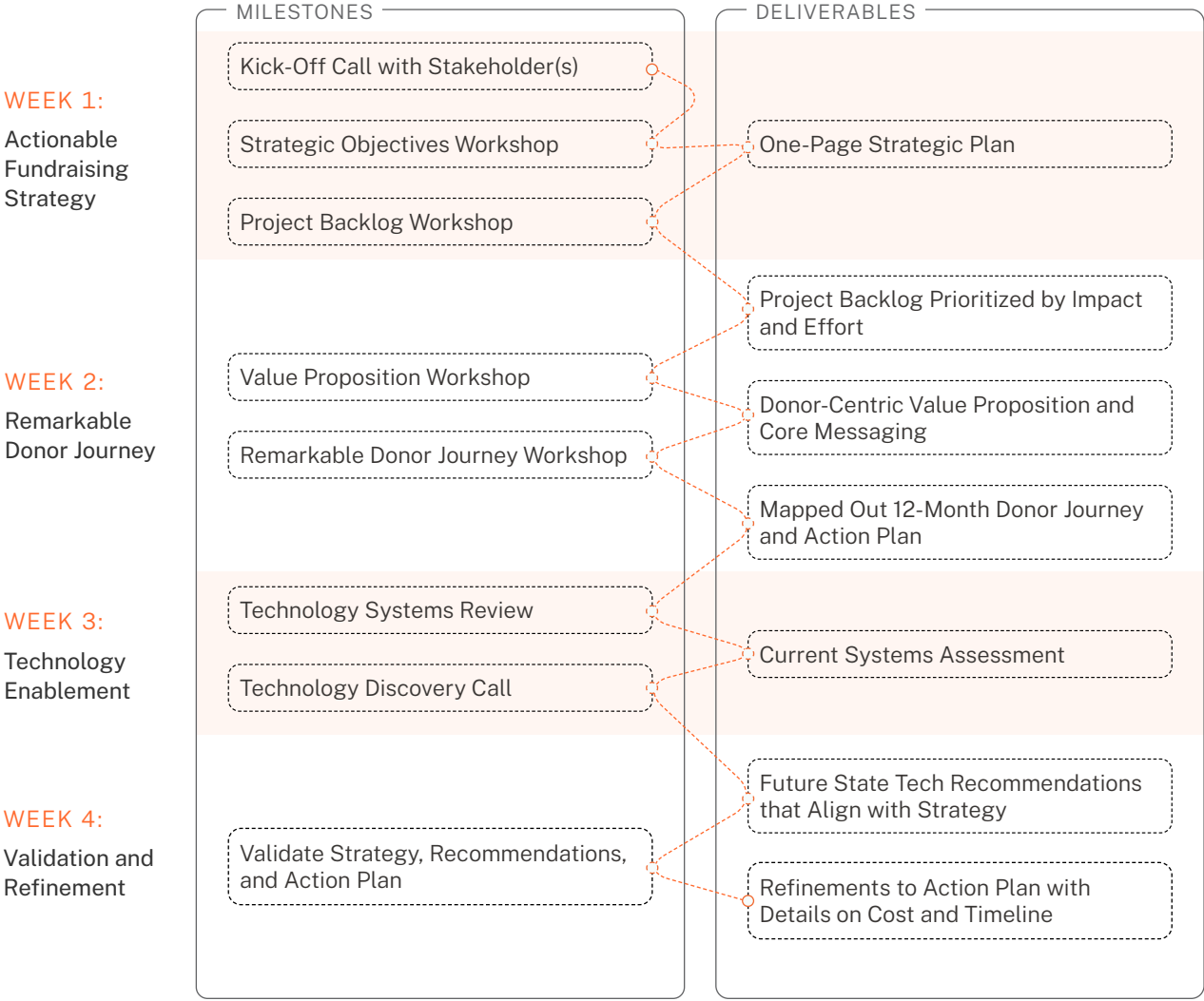
Get started

Does your tech align with your strategy?

Many organizations rely on disconnected tactics, hoping for results without a clear plan. CauseMic's Rapid Growth Program removes the guesswork with three essential pillars — Actionable Fundraising Strategy, Remarkable Donor Journey, and Technology Enablement — and turns your best ideas into meaningful execution.



In as few as 30 days, CauseMic's facilitators will lead your team through the Rapid Growth Program, a decade-tested framework.





Outdated Tech Hindered Volunteer and Donor Engagement

CauseMic partnered with the Surfrider Foundation to replace its outdated CRM with a custom solution using Salesforce CRM, HubSpot Marketing Hub, and Fundraise Up. By aligning the system with the organization's unique structure, needs, and strategic goals, we enabled Surfrider to engage volunteers and donors more efficiently and effectively. The new system streamlined their operations, freeing up valuable time for other critical initiatives.

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Partnering with CauseMic for a digital transformation has been a game changer for us. Their expertise allowed us to scale our grassroots model. Since implementing our new systems, we've seen a 20% growth in membership and a 15% increase in volunteers — all without having to expand our marketing or fundraising teams.



Chad Nelsen
CEO of the Surfrider Foundation

Read full case study

Avoid the costly mistake of choosing the wrong CRM

Schedule a free strategy call with an expert at CauseMic

Get started

