

# The Nonprofit Guide to Online Engagement Tools



# Introduction

Firefly Partners serves up strategic digital solutions to nonprofit organizations. What does this mean? We help our clients use websites, online tools and technology to communicate, advocate and grow support to further their missions. Our team is made up of smart, friendly folks who have all worked for nonprofit organizations (at last count we had 200+ years of nonprofit tech experience on the team). Our eight years in business have given us a unique perspective into the online engagement tool marketplace – and we want to share four fundamental truths about online engagement tools with you!

1

**There is no perfect online engagement tool.** At Firefly, we are ‘platform agnostic’ – we want our clients to use the right tools for their unique needs, budgets and online engagement goals. At the end of the day it doesn’t really matter to us what the platform is (as long as it’s the right fit for your organization).

2

**These platforms are constantly evolving.** This makes it hard to keep up and understand what they can do for you. On the flip side, organizational priorities have been known to change rapidly, so you want a tool that can adapt. The end result could be that your existing online engagement tools may offer features that you don’t know about or aren’t leveraging effectively.

3

**Almost anything can be connected to anything else.** More and more often our clients are open to building a custom suite of different tools that all integrate with each other and feed data into a single database/CRM. An interesting offshoot of this phenomenon can be decreased organizational investment in any one online engagement tool. If you’re not happy with your email tool, it can be a lighter effort to find another one and hook it up to existing systems.

4

**You may need outside help to do this well.** If you are thinking about a move, it can be tempting to solve the problem with a rushed evaluation and implementation process. While many online engagement tools tout the benefits of self-implementation, your requirements could be well-served by working with an impartial partner who knows what questions to ask you AND the platform vendor. A good implementation partner will also provide dedicated project management, give you strategic best practice advice and make sure the new tools are set up in a way that matches the technical ability of your team.



**With these truths in mind, we invite you to learn a bit about six online engagement tools with a healthy market share of nonprofit organizations. –Firefly Partners, Spring 2016**

# Our Process

There are dozens of online engagement tools that help nonprofits manage constituents, emails, fundraising, advocacy, events and more. It would be impossible to review them all and – let’s be honest – if we did, this guide would be so long you probably wouldn’t read it.

“

“Gone are the days of the Convio/Kintera duel. The field has been flooded with new players, but there is no clear standout. Clients end up lost at sea.”

**Colleen Campbell**  
Firefly Partners Project Manager

After much consideration, we selected six online engagement tools for comparison. Each of these online engagement tools offer core functionality (like email and donations), cater to nonprofits and connect to common CRMs like Salesforce and The Raiser’s Edge. However, they differ in terms of price, sophistication, user-friendliness, reporting and technical support.

Firefly compared a selection of established online engagement tools like Luminate Online and Salsa to some of the newer kids on the block, like Charity Engine and EveryAction. It was important to us to present an array of options so clients with diverse online engagement needs can find the best options to investigate further. This guide is an unbiased account of where each product excels and where there might be opportunity for improvement.

Our Online Tool Guide is the result of more than 20 interviews with stakeholders at the various tool providing companies. Each vendor was interviewed and at least one active client of each vendor was interviewed as well. We gathered input from members of the Firefly Partners team who use these tools on a regular basis. Firefly Partners received no compensation from any of these companies, although we do have ongoing working relationships with many of them.

We defined 10 primary areas of required functionality (email, advocacy, etc.) for most nonprofit organizations. End-user feedback was used to create an assessment of how each online tool performed. All six online tools had one standout in an area of functionality – these are places where performance is particularly strong. As you review the guide, think about where your organization needs a strong performer in one or more areas.

We expect this guide to generate lots of questions from the nonprofit community! Be sure to check out our resources page at the end of this guide for more information about ways you can get involved in the conversation.



# Tool Rankings



Functionality	blackbaud <sup>®</sup>	CharityEngine <sup>®</sup> Powering the good to be great.	engaging NETWORKS SOFTWARE LOVE	everyaction	neon	salsa <sup>®</sup> ignite action. fuel change.™
Advocacy	✓ ✓ ✓	N/A	✓ ✓ ✓	✓  ✓	N/A	✓ ✓ ✓
Constituent Mgmt.	✓ ✓ ✓	✓  ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓
eCommerce	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓
Email Marketing	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓
Calendar Events	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓
Fundraising	✓  ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓
International	✓ ✓ ✓	✓ ✓ ✓	✓  ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓
Reporting	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓  ✓	✓ ✓ ✓
Usability	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓  ✓
Website Integration	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓



# Blackbaud Luminate Online

www.blackbaud.com/luminate • 800.443.9441

blackbaud®

## Advocacy



## Constituent Mgmt.



## eCommerce



## Email Marketing



## Calendar Events



## Fundraising



## International



## Reporting



## Usability



## Website Integration



Blackbaud’s Luminate Online Marketing is arguably the most well-known online engagement tool of its kind in the nonprofit space. Part of the Convio acquisition, Luminate Online joins a host of other online engagement platforms owned and sold by Blackbaud.

Blackbaud has helped hundreds of nonprofits raise billions of dollars online, and its resources are unparalleled. They acknowledge that they have a reputation of servicing the bigger organizations but are actively focused on becoming more attractive to smaller organizations.

Luminate Online Marketing is used by more than 1,200 nonprofit organizations, among them are Susan G. Komen, American Cancer Society, WWF and PETA. One area where using Luminate Online can really benefit an organization is leveraging the power of Blackbaud’s thought leadership in nonprofit online engagement. With a national team of experts in the industry, Luminate Online users have access to trainings, conferences, and user forums full of idea sharing, troubleshooting issues and jobs postings. Need to get your arms around your performance metrics? Blackbaud has “mountains and mountains” of nonprofit data and leads the pack in identifying and adapting to industry trends.

It’s not surprising that fundraising is an area where Luminate Online really shines. Responsive forms are easy to set up, and can be built to align with the technical ability of the nonprofit staffer for ease of use over time. Conditional giving levels, sustainer campaigns, and conditional content are combined with very sophisticated queries, reports and segmentation—resulting in a solid and scalable fundraising tool set.



Luminate Online easily handles a wide array of configuration and integration options with the API, allowing a tech-savvy staffer or consultant to style, display and power secure online actions and transactions on web pages of an organization's main site. This provides a seamless, branded experience for the supporter. Data equalization can be synched with a primary CRM or managed with manual import/export process.

Luminate Online Marketing is sold with Fundraising, eCommerce, Events, Email Marketing, and Web Page Management modules. Add-ons include CMS, Advocacy and the TeamRaiser Peer-to-Peer system.

### Nonprofit Users Say

Less tech-savvy users can experience a steep learning curve when using the Luminate Online interface. Although the company offers online chat, phone, a dedicated account manager and a host of online and in-person training sessions, the users we spoke with each shared an incident where they were displeased about the quality of support they received.

### Cost

Luminate's pricing structure is based on email house file size and there are multiple factors such as modules contribute to pricing. Blackbaud offers Blackbaud Merchant Services to cover credit card processing and some useful benefits for a per-transaction fee. Modules like TeamRaiser can be purchased standalone or with the core Luminate Online suite.

### Conclusion

Luminate Online is a solid, trusted platform that is beginning to show its age in some areas. Blackbaud is dedicating significant resources to update, upgrade and modernize the tool set. Luminate Online would be a good fit for a large nonprofit organization with tech-savvy staff to help leverage the capabilities of the tools.

“Luminate has been able to grow with us as an organization. As our needs have expanded, the tools were there to use.”

Pam Rutter,  
Web Manager at Project on  
Governmental Oversight (POGO)







# CharityEngine

charityengine.net • 866.737.8222

Advocacy

N/A

Constituent Mgmt.



eCommerce



Email Marketing



Calendar Events



Fundraising



International



Reporting



Usability



Website Integration



CharityEngine is a division of BIS Global – a company that has been offering cloud services and business applications since 1999. CharityEngine serves the nonprofit market with high-powered tools for online engagement.

CharityEngine has been working in the nonprofit space since 2012, and is building a name for itself as an all-in-one solution. They offer a la carte modules that are designed to play nice with other commonly used nonprofit tool sets. CharityEngine’s largest nonprofit clients include Wounded Warrior, Toys for Tots, and chapters of the Special Olympics. Organizations that require highly customizable solutions that are tightly integrated with a powerful CRM would do well to investigate CharityEngine.

CharityEngine claims to take the best practices of the for-profit world and brings them to the nonprofit sector, including a staunch commitment to protecting against credit card fraud and security risks. With a powerful PCI compliance rating, built-in credit card updater and advanced fraud screening, this tool set takes data protection seriously.

Another practice adopted from the for-profit world is its “Online Now” functionality. This feature offers the ability to track every move your website visitor makes in real-time. The behavior tracking data may provide useful insight to your major gifts officer but it does take supporter monitoring to a level that requires dedicated staff to respond to visitor trends.



CharityEngine's tools serve up out-of-the-box responsive forms and pages with full CSS control for custom styling, making it easy to build and copy donation forms and email messages that will look good on various screen sizes. Supporter segmentation options in the CRM are robust and can be used to drive custom audiences. We hear there is an innovative 'draw on a map' email message audience creation feature on the way too.

The platform in its entirety includes a robust CRM database, Email Marketing, Fundraising, Events, Peer-to-Peer Fundraising, and eCommerce. At the date of this writing, CharityEngine is in the process of rolling out new Advocacy functionality.

### Nonprofit Users Say

Users tell us that the tool is solid in terms of functionality, and CharityEngine has been improving the intuitiveness of the system as well as strengthening the training and documentation. Customer support is satisfactory and the trainings provided throughout the relationship have been very good. Unlimited support via phone, email and app is included in the contract, but dedicated account managers are reserved for larger organizations.

### Cost

CharityEngine's price is determined based on the number of modules used, the size of the email file, the number of users on staff and the nonprofit's ability to negotiate - so "lean in" people! Alternatively, you can opt for a "freemium" system where clients can use for the system for 1-5% of their online donations.

### Conclusion

If CharityEngine continues to bring its user interface, trainings and documentation on par with its support and CRM functionality, we can expect to see more nonprofit organizations moving to this tool set in the next few years.

“I see a commitment by the company and the individuals that work there, that they are truly invested in making this the best product it can be.”

Matt McDonald  
IT Specialist at Toys for Tots





# Inside CharityEngine

Charity Engine serves up a wealth of information via their administrator interface. From real-time conversion data to knowing which of your supporters are online, the dashboard is command central for any data-minded organization.

**the Real Tree House Cats of Chicago**

**200 CATS. ONE BIG MOVE. IT JUST GOT REAL.**

**DONATE MEOW**

Please select an amount below.

\$5	\$10	\$25
\$50	\$75	\$100
\$250	5	

Repeat each month

\$5 = A small bag of dry food

NEXT

Privacy Policy

**WE'RE ON THE MOVE**

...bags! The Real Tree House Cats have outgrown their ... they need your help to get to their dream home.

**CARE FOR EVERYONE**

A full-service public vet clinic w... us provide quality care for pets that otherwise wouldn't get the chance.

Donation forms built with Charity Engine are not one-size-fits-all. The forms can be uniquely styled to help you stand out, and your supporters will find them fast and easy to complete. National organizations with local chapters can simply use one donation form with designated giving in place.

# Engaging Networks

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**engaging**  
NETWORKS  
SOFTWARE LOVE

## Advocacy



## Constituent Mgmt.



## eCommerce



## Email Marketing



## Calendar Events



## Fundraising



## International



## Reporting



## Usability



## Website Integration



Engaging Networks started in the UK in 2000 as a nonprofit advocacy tool. In 2008 it began to expand its suite of tools and today it also offers fundraising, email marketing, membership, events and data management. The company prides itself on having a “can-do” attitude along with a focus on client success within its small (but growing) team and its client list already reads as a veritable who’s who of international nonprofit clients.

Perhaps because of its international roots, Engaging Networks offers multi-language capabilities, international currencies and page flexibility. This has attracted some impressive clients including Amnesty International, Greenpeace, Oxfam, IFAW and the World Food Programme. Nonprofits with a global supporter base should check into Engaging Networks.

International language and currency functionality is becoming increasingly important to the modern nonprofit organization. The ability to easily and securely educate, engage and transact in different countries can be a ‘secret weapon’ for organizational footprint and global growth.

Engaging Networks tools support customization of nonprofit administrator dashboards, complete with gadgets that can be added, removed and relocated to create a personalized supporter management view. The suite of tools also provides powerful querying capabilities, including a new user interface and access to all CRM data components such as supporter profile data, campaigns and custom opt-in questions that have been stored on a supporter record.



Engaging Networks recently rolled out a major upgrade to their user interface that makes it easy to get comfortable navigating throughout the tool set. Fully responsive one-click donation forms and branded pages can be created by an accidental techie, while whiz-bang custom elements require some developer chops. Core components have also been enhanced, resulting in better email deliverability, more sophisticated A/B testing and built-in social media sharing.

The platform in its entirety includes a robust CRM database, Email Marketing, Fundraising, Events, Advocacy, and eCards. Engaging Networks released new Peer-to-Peer functionality last year.

### Nonprofit Users Say:

When we asked our interviewees about the tech support at Engaging Networks, two replied “fantastic” and the third replied “awesome.” A dedicated rep is included in the standard pricing and the people we spoke with were very happy with those relationships. That said, there is room for improvement in some key areas, and the list of updates on the company’s road map indicates that they know what these areas are.

### Cost

Engaging Networks provides a very straightforward pricing model of modules needed + email list size, without a lot of “add-ons” during the setup process.

### Conclusion

Engaging Networks is racing ahead with new features to compete with some of the other tools out there, and with its system flexibility, international capabilities and stellar tech support, this is certainly one to watch.

“The Human Rights Campaign has a highly engaged national membership and a complex array of campaigns and events. Our legacy system required lots of workarounds to accomplish our online goals. We needed to find a new online engagement tool that could meet our sophisticated needs, and be tightly integrated with our database of record. Engaging Networks exceeded our online tool requirements, and as a smaller company, they are able to be highly responsive to our unique needs. And as a result, our online program continues to thrive.”

Dane Grams, Membership Director  
Human Rights Campaign





# Inside Engaging Networks

The Engaging Networks dashboard is uncluttered and fairly straight forward. Quick access to recent items are front-and-center along with training resources and contact data. Admins can easily create folders to keep things organized.

**Donate to HRC**

Your voice matters! Together we will win the fight for full equality.

Please consider taking your support to the next level with a convenient, automatic monthly gift. **Become an HRC Partner** and ensure our essential work is sustained with your secure, monthly donation. Join Partners today and receive your exclusive tote bag.

Donation Amount      Contact Info      Payment Info

## Donation Amount

**One-time donation**      Monthly donation

\$ 35	\$ 50	\$ 75	\$ 100	\$ 250
\$ 500	\$ 1000	Other		

Make this a monthly gift      **Continue**

Donation forms are responsive and can be created with lots of bells and whistles, including easy toggling between languages and currencies. Full control of design and styling options means you can create a unique giving experience for your supporters.

Choose the type of page you would like to create: ?

**Advocacy Page:**

- Petition
- Email to Target
- Twitter

**Fundraising Page:**

- Donation

**List Management Page:**

- Sign-up Form
- Email Unsubscribe
- Subscriptions

**Event Page:**

- Paid E

**Other Pages:**

- Ecards
- Data Capture
- Email a Friend

# EveryAction

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everyaction

Advocacy



Constituent Mgmt.



eCommerce



Email Marketing



Calendar Events



Fundraising



International



Reporting



Usability



Website Integration



EveryAction is the nonprofit division of NGP VAN, which provides tools to thousands of political candidates and progressive causes. NGP VAN is 18 years old, but EveryAction has only been around for two years – making it the newest tool in this guide. “EveryAction v8” was released this year, which presents the convergence of EveryAction’s Engagement/Development CRM with VAN’s Organizing CRM. This provides an unsurpassed 360 degree view across fundraising, digital, volunteer and events management.

EveryAction clients scale from smaller organizations to some big names, including Greenpeace USA, Planned Parenthood, Equality Federation and the NAACP. This speaks to company values which are progressively-oriented, so if you’re anti-choice, anti LGBT-rights, or otherwise on the right, EveryAction might not be a great philosophical fit. Nonprofit organizations that are looking for a modern online engagement tool set that pushes the envelope should take a serious look at EveryAction.

EveryAction claims it’s a good choice because of its product performance, scalability and years of leadership experience in the nonprofit space. The team is self-described as “obsessed with conversion and deliverability”, and keeps proven conversion best practices in mind when developing functionality (e.g. one-click actions and a mobile-first philosophy).

Advocacy and grassroots organizing features are robust and include some interesting solutions, including social media message delivery to elected officials’ Twitter accounts. EveryAction prioritizes social more than its competitors, providing social network profile



matching of supporters. Fundraising functionality offers advanced features like international currency, and a credit card updater as part of advanced supporter management tools. Email campaigns are easy for a newbie to set up and execute. EveryAction supports the ability to create and manage sophisticated eCommerce stores.

For those organizations that need a true database of record, EveryAction can be configured to hold online and offline data. Implementation can also include the setup of APIs and other custom sync processes to connect to a legacy database.

Included in the EveryAction package are Email, Advocacy, Fundraising, Content Management System, Chapter Management, Peer-to-Peer Fundraising, Events and Social Network Integration.

### Nonprofit Users Say

Users that we spoke with are happy with the UI, tech support and reporting. But when it comes to the actual modules, we got a lot of comments like “we haven’t tried that yet,” or “we just started using it and it seems fine so far.” The phone and email support is unlimited, and customers receive an initial customized training as part of the onboarding process.

### Cost

Pricing is tiered based on your email file size. It starts at \$49/month for an email list file under 5k records and climbs to \$699/month for a file list above 100k. The price appears to be all inclusive and is billed on a monthly basis (compared to some competitors that require the money upfront).

### Conclusion

While the tool set is new, that may be an advantage when comparing EveryAction to seasoned competitors. Its user interface, support and price caters to smaller nonprofits while its deliverability and speed will suit the larger, federated organizations with national chapters.

“Report Builder is intuitive. I don’t doubt the integrity of the data I’m getting back from a complex query.”

Peter Starzynski  
Justice at Stake

“



The EveryAction dashboard is robust and user-friendly, with lots of critical performance and conversion data at your fingertips. A Twitter feed for your contacts has a home here – ensuring that you are always looped into their social shares.

Responsive donation forms can be set up with many different and interesting layouts and styles. EveryAction conversion data strongly indicates using multi-step donation forms for higher form and campaign performance.

Name	Views	Submissions	Conv. Rate	Amt. Raised	Type
Volunteer Soup Kitchen	1	0	0%	—	VOLUNTEER
Issue One	18	13	72.22%	—	ADVOCACY



# NeonCRM

neoncrm.com • 888.860.NEON

Advocacy

N/A

Constituent Mgmt.



eCommerce



Email Marketing



Calendar Events



Fundraising



International



Reporting



Usability



Website Integration



Z2Systems, the company behind NeonCRM, prides itself on being idealistic. The founders of the company have built the toolset and the clientele from the ground up, adding new features by client request over time. NeonCRM has experienced an average growth rate of 50% per year since its inception in 2004. In fact, they claim not to have solicited a single client in all that time, saying “nonprofits come knocking on our door.”

NeonCRM would be a great fit for a small- to medium-sized nonprofit with a modest budget and accidental techie staff. Of its roughly 2,000 clients, some of the biggest organizations include the Barak Obama Foundation, Kidney Cancer Association, and Habitat for Humanity. NeonCRM walks the line between being an all-in-one solution or a piece of your online tool puzzle. If cost is a factor for your organization, the pricing model will be compelling and the tech support is praised across the board.

As its name indicates, the database component is central to the functionality of NeonCRM. NeonCRM is often the only database used by an organization. With serious reporting chops including executive reports, moves management, bulk operations for quick system updates and a modern account view that can be customized to each administrator, this is an area where NeonCRM is very strong.

NeonCRM is now offering website design and development in WordPress as an in-house service. This can make it easy for a smaller organization to create a new website and branded online forms/email messages and launch everything at one time. It’s a lot of change all at once, but this is an approach that Firefly often recommends to our clients.



The NeonCRM team has added a single sign on integration between the online engagement tools and CMS – the username and password are authenticated back to the record in NeonCRM. Integrations with other platforms are available (including Mailchimp, Eventbrite and QuickBooks) through the open API. Enterprise-level organizations with in-house developers may find much to like about NeonCRM.

Email templates, donation forms, events and surveys are all responsive and it is fairly simple to create custom, branded templates. Volunteer management (complete with social media sign on) supports most common requirements from initial sign through approval and timesheet submission.

NeonCRM modules include the CRM, Fundraising, Email Marketing, Events, Peer-to-Peer Fundraising, Membership Management, and eCommerce.

### Nonprofit Users Say

Neon has the basics down, but some of its email and fundraising functionality are not as robust as the other tools. Most clients don't have to pay for additional tech support and even with the standard plan you can expect a response to your email within one hour. Neon uses a third-party survey satisfaction system as part of its tech support and claims a positive rating 95% of the time.

### Cost

NeonCRM is offered in three packages: Essentials, Impact and Empower. Besides the number of modules and the number of email addresses you can have in the database, the most notable difference between the three is that only the Empower plan includes live chat and call support. Full pricing details are available on the NeonCRM website.

### Conclusion

NeonCRM still has some kinks to work out but is seeing rapid growth within the smaller or brand new organization nonprofit market. More seasoned organizations may feel boxed in by platform limitations.

“When we were choosing our tool, most of our funding came from a single, annual event. So it was really important for us to pick one with advanced events functionality and Neon was the clear choice.”

Mac Steele  
Equip for Equality







# Salsa

salsalabs.com • 866.796.8345

## Advocacy



## Constituent Mgmt.



## eCommerce



## Email Marketing



## Calendar Events



## Fundraising



## International



## Reporting



## Usability



## Website Integration



Salsa (formerly Democracy In Action/Wired for Change), started in 2003 as a nonprofit for nonprofits, providing a much needed solution for organizations that could not afford Convio’s Online Marketing Tools. The company has undergone dramatic change since its inception, most recently merging with DonorPro in 2015.

Salsa has a large market share of more than 3,000 nonprofit organizations including Citizen Action of New York, Feminist Majority, The Center for American Progress, and Environmental Working Group. The platform scales from basic to sophisticated, and is likely to be a good match for organizations who are in growth mode (and that have in-house technical staff).

Let’s start with usability – an important factor to consider when evaluating an online engagement tool. The user interface is clean and provides an intuitive user pathway for most common tasks. The WYSIWYG (what you see is what you get) allows non-technical staff to use the system quickly and effectively, while the more technical users will jump directly into the code view for access to the HTML.

It’s safe to say that Salsa’s history as a platform is grounded in advocacy, so an organization that is also grounded in advocacy would be a good fit. Salsa’s legislative tools are superb, with a lot of time and resources dedicated to making sure that with each election cycle, contact information is updated for targets. These targets are constantly setting up barriers to stop an influx of constituent letters and Salsa jumps through any hoops it has to in order to get that message in the appropriate inbox.



A feature that no competitor offers is Salsa’s innovative programming language: SalsaScript. SalsaScript can be used to build customizations on top of the existing Salsa system, to build custom websites, or even create completely custom tools that you can make available to other organizations. It’s robust and flexible, requiring patience and a delicate hand to manage.

Salsa modules include the CRM, Fundraising, Email Marketing, Events, Personal Fundraising, Membership Management and Volunteer Management.

### Nonprofit Users Say

More tech-savvy users express great happiness with the user interface and ability to quickly push out new forms and messages, but we also hear that the system speed is slower than competing platforms. The users we’ve spoken with span a wide range of comfort with HTML and other programming chops—technical pros and newbies alike—say they are satisfied with Salsa support and training.

### Cost

Salsa has a complicated pricing model based on module, add ons, and list size. Their pricing list does break down the cost per supporter, which is a unique and useful way to evaluate return on investment.

### Conclusion

Salsa has been around for more than ten years, and has new competitors in the market that stack up well against features and price. Despite going through a bit of an identity crisis, Salsa is keeping up with the core features that most organizations are looking for. Salsa’s constituent management capabilities have been greatly enhanced with the recent acquisition of Donor Pro. Organizations looking for a new online engagement tool with modest cost, strong advocacy functionality and quick ramp up for staff may want to evaluate Salsa.

“Even if we had a much bigger budget, we would stick with Salsa for its chapter functionality. We haven’t found anything else out there like it.”

Barbara Hohlt  
States United to Prevent Gun Violence





# Inside Salsa

The Salsa dashboard is set up with browser tab-like navigation for quick hopping from module to module. The administrative functions are organized well. Quick links are present on the dashboard including access to support and status of support requests.

Most organizations need a responsive, multi-use form for both one time and monthly gifts. Salsa makes it easy to set up donation forms with custom templates and styles that match your brand and custom fields can be added to capture special information.

UNITED STATES | INTERNATIONAL | Search

CAMPAIGN for TOBACCO-FREE Kids

FACTS & ISSUES | TAKE ACTION | WHAT WE DO | WHO WE ARE | MEDIA CENTER

**DONATE**

Home > Giving > Ways to Give > Donate

### Donate to the Campaign for Tobacco-Free Kids

Tobacco will kill one billion people worldwide this century – unless we act now. Your donation will help us protect children from tobacco addiction and save lives in the United States and around the world. Help us win the fight against the world's leading cause of preventable death.

When you donate to the Campaign for Tobacco-Free Kids, a 501(c)3 charity, your donation is tax-deductible to the fullest extent of United States law. Activities supported by donations to the General Fund cannot support or oppose anyone running for public office, though we can be involved in political campaigns by way of non-partisan public forums and public education of the issues.

If the tax deduction is not a consideration for you and if you would like to support pro-tobacco control candidates for office, please consider contributing to the Tobacco-Free Kids Action Fund.

**Your Information**

First Name\*

Last Name\*

Email\*

Phone

Select a state

or memory of

**Donation Amount**

\$1000  \$500

\$250  \$100  \$50

\$25

other \$

Make this an ongoing monthly contribution

**Credit Card Information**

Card Type

Please enter your card number with no spaces or dashes.

Card Number

Expires

Security Code (What's this?)

**Comments**

(Use this space to send questions, messages, special dedications or other instructions with your donation.)

**Process My One-Time Gift**

Please click the submit button only once.

**dashboard** collections supporter management email blasts advocacy campaigns 3 donation management website management chapters & volunteers reports & statistics events & parties

stickies tags > your information

## your dashboard

welcome TO SALSA

Salsa is an integrated CRM platform, a one-stop package of tools organizations and campaigns use for online organizing, fundraising and communications, all tied together with a common database that gives managers a 360-degree view of their entire community. It's a hosted, web-based tool that anyone can use with nothing more than a web browser, that will plug right in to your existing website regardless of how you manage it.

**useful links**

**Legislative Lookup**

<https://cro2.salsalabs.com/o/5503/retlocalisp>

**Unsubscribe**

<https://cro2.salsalabs.com/o/5503/p/salsa/supporter/unsubscribe/public/>

**Profile Manager**

<https://cro2.salsalabs.com/o/5503/profile/>

**Email Blast Archive**

<https://cro2.salsalabs.com/o/5503/blastContent.jsp>

**Active Action List**

<https://cro2.salsalabs.com/o/5503/p/dia/action3/common/public/>

**Most Popular**

- Tobacco Free Kids
- Gallery
- Facts and Issues
- Tobacco Overview

**Our Sites**

- Global.TobaccoFreeKids.org
- Tobacco Control Laws
- Kick Butts Day
- Tobacco Unfiltered Blog

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# Summary

Choosing the right new online engagement tool can seem difficult. So many things to consider. Is your career on the line if you made the wrong choice? Taking a methodical, strategic approach will prevent wasted time and resources if the wrong tool is implemented, not to mention the aggravation of living with a bad fit for a few years until your organization is ready to invest in something new.

## Define Your Destination

The first step is figuring out your organization's priorities. When you are seeing demos of these platforms, it's easy to be dazzled by the awesome bells and whistles that these tools have to offer. Starting with a firm understanding of what your organization really needs can help you stay strong in the face of the new and shiny.

## Ask The Right Questions

During the demonstration phase, you're bound to see case studies and overviews of something that you need that is built out like the Taj Mahal. It makes sense that the online engagement tool company wants to show you the one-of-a-kind functionality in their systems, but the salesperson may neglect to tell you how much extra money that organization needed to invest to get those super cool forms and pages.

## Hire Professional Movers

Once you've selected a tool and gotten your organization all fired up, it's time to plan the implementation - the approach, the cost and the number of weeks the set up may take. Some amount of standard set up may be covered in your contract - make sure to ask! Nonprofits often think their tool will work exactly as they need it to right out of the box, but Firefly Partners is regularly brought in to help with the initial configuration. Working with an expert can make your move a more pleasant experience and allows you to keep working on your core job responsibilities.

Don't go it alone! Firefly Partners has been around since 2008, but our staff has been using some of these tools since long before that, when we worked at nonprofits just like yours. We can lead you through the requirement gathering and selection process, or you can come to us with your new online tools already chosen for configuration and migration services. Our goal is to get your new online engagement tools set up the way you need them to be, and give you the training you need so that you can be self-sufficient in your awesome new system.

**Should you stay or should you go? Let's find out together!**

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“Researching and selecting an online tool and Constituent Relationship Management system can be overwhelming without in-house expertise. We are glad to have Firefly guiding us through the process.”

**Laura Ma, Assistant  
Director Digital & Direct Mail  
Fundraising for The Innocence Project**



## Resources

This is by no means an exhaustive look at the online engagement tools out there in the nonprofit world, nor is this the only independent review of its kind. We encourage you to check out some of the links below to help you make the most informed decision possible.

[Capterra](#) ▶    [Nonprofit Technology Network \(NTEN\)](#) ▶    [Idealware](#) ▶  
[Progressive Exchange](#) ▶    [Nonprofit Tech for Good](#) ▶    [Software Advice](#) ▶

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## About Firefly Partners

Are you ready to change the world with your digital presence? Eager to take advantage of modern online engagement tools and tactics? Firefly Partners exclusively serves nonprofit organizations. We help our clients use websites, online tools and technology to communicate, advocate and raise money to further their missions. If you're ready for a fresh new vibe in your consultant relationships – we might be the partner you've been looking for!

- Your project is important and we treat it that way.
- We're true partners, not just vendors.
- We understand that working for a nonprofit is a special sort of thing.
- Honesty is the best policy and that's what you'll get from us.

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Strategic digital solutions for nonprofits.