Donor CRM: Automate Tracking Donors, Thank You Letters, and Retaining Them to Give Again

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Your Intuitive, Simple CRM

Community Brands, GiveSmart's parent company, acquired SimplyFundraisingCRM in March 2022, rounding out the GiveSmart fundraising and donor management platform.

Built by fundraising experts with over 25 years of experience, its modern, user-friendly tools make donor management efficient and easy.

What is Donor CRM?

Donor CRM (formerly known as SimplyFundraisingCRM), rounds out the GiveSmart fundraising platform, the award-winning fundraising and donor management tool that’s secure, scalable, and the donor-centered choice for your donor management and mission.

Benefits of GiveSmart's Donor CRM

The benefits of using Donor CRM all lead to being able to easily automate tracking donors, thanking them, and retaining them to give again

- Secure, one-click, simple share option makes it easy for your staff and board
- Reporting that keeps you up to date, aware of potential lapsed donors, and retention rates
- Custom fields and tags help you discover hidden donor potential and wealth capacity
- Share donor reports with one click
- Makes tracking multi-payment pledges, gifts of stock or property, and in-kind services easy
- Rock-solid security using the latest security technology
- Build filters and segments that meet YOUR needs. No programming experience needed

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See Donor CRM in Action

Interested in learning more about the insights of Donor CRM?
