How to Choose a Fundraising CRM Solution

Making an investment in new technology can be the key to unlocking your organization's full fundraising potential but it can also be a big project, and there are many elements to consider, ensuring you select the fundraising CRM that will provide the most value for your organization.

Download your copy of How to Choose a Fundraising CRM Solution – a practical, step-by-step guide that walks you through the stages of assessing, selecting and adopting your new fundraising CRM.

The 2023 edition also includes advice on change management best-practices.

Download the new 2023 version to learn:

- What is a cloud-based CRM?
- The questions to ask to build your business case.
- Tips on handling change-management across your team.
- The most important questions to ask software vendors.
- How to manage go-live and beyond.