Our brand overview

A Guide to DonorPerfect

donorperfect
online fundraising software

Table Of Contents

Overview 3
Brand Promise 4
Brand Personality 5
Core Messaging 6
DonorPerfect Logo 8
Standard Logo: Specifications 12
Colors: Specifications 12
Print Colors: Specifications 12
Special Logo: Specifications 13
Which logo do I use? 15
Logo Usage: Printed Communications 16
Logo Usage: Online Communications 18
Logo Usage: Tradeshow Graphics 22
Logo Usage: Branded Merchandise 23
Logo Usage: Incorrect use 24
Typography 26
Frequently Used Typefaces 28
Imagery: Photography 30
Corporate Templates 33
Presentation Templates 34
Email Signatures 35
Stationary 36
Company Name 37
Sub brands of DonorPefect 38
Appendix 41
Core Messaging Expanded 42
Contact Information 55

Overview

The purpose of this document is to promote a common understanding and shared articulation and presentation of the benefits and features DonorPerfect provides.

This messaging and design framework will ensure consistency in how we speak about and present DonorPerfect to our clients and to the market as a whole.

Brand Promise

DonorPerfect is a complete fundraising and donor management solution. It enables nonprofits to raise more money and cultivate valuable donor relationships by minimizing time-consuming administrative tasks and organizing constituent data easily and effectively.

Brand Personality

DonorPerfect helps nonprofit organizations do more good by providing them with powerful, easy-to-use software that helps them save time to focus on their mission and exceed their fundraising goals.

DonorPerfect's brand personality describes the voice and tone we should use when we communicate. We should communicate our messages with an upbeat, helpful tone. Our tone should resemble the way we'd give advice to a friend.

DonorPerfect is authentic, trusted, innovative, and encouraging.

Authentic

We've been a reliable partner of the nonprofit community for over 30 years, offering trusted, easy-to-use software that provides genuine solutions for tour clients.

Trusted

We value transparency, so we involve clients in every aspect of our business, from product development to pricing.

Innovative

We encourage, equip, and empower our clients by giving them best-of-breed solutions and the information they need to succeed.

Encouraging

We care about our clients and communicate with them in a way that reflects a great amount of respect and admiration for the wonderful work they do.

Core Messaging

VALUE STATEMENTS

Clients increase efficiency and ensure consistency by working in a single unified database. DonorPerfect has built-in features and integrated tools that collect, organize, store, and share information in a single, unified database. With DonorPerfect, you can manage donations, receipting, reporting, email, and all types of constituents from the same system. DonorPerfect updates in real time so your staff stays up to date no matter where they are based.

DonorPerfect integrates with innovative solutions at the forefront of fundraising. DonorPerfect seamlessly integrates with today's most innovative tools, solutions, and services to help your organization enhance and extend the reach of your DonorPerfect system. All information gathered and actions performed using our integrations are automatically reflected in your DonorPerfect system. Integrations include: email marketing, accounting, online donations, and event software.

Our reports help clients make data-based decisions they can count on. DonorPerfect's smart custom reports help our clients turn data into insights. DonorPerfect's reports can be customized to reflect the data that's most important to your organization. It's easy to run reports daily or even schedule them to drop in your inbox. DonorPerfect allows you to report right from your dashboard with a single click.

DonorPerfect simplifies fundraising by streamlining time-consuming administrative tasks. When it comes to many essential fundraising tasks, DonorPerfect can do the work for you. Every function is continuously improved to simplify and reduce steps. For example, online donations processed with DonorPerfect automatically reflect in donor records and receipted via email. No data entry needed!

DonorPerfect equips clients to fundraise successfully online and on-the-go. From integrated online donation forms to time-tested direct mail to our highly-rated mobile fundraising app, DonorPerfect is packed with powerful features that are solely designed to help you raise more money for your mission.

We take a team approach to customer success across our entire company. With DonorPerfect, you'll receive expert-level service at every point of contact. Our cherished relationship with DonorPerfect clients influences every aspect of our business, from user-suggested product development, client-tested enhancements, sales, implementation, training, and support. We measure our success by your success.

Our clients trust our industry experience and long-standing independence. DonorPerfect is independently owned and operated, serving the nonprofit community for over 30 years. We answer to our clients, not stockholders or private equity investors.

DonorPerfect Logo

The DonorPerfect corporate logo is the most immediate representation of our brand to the world. It is a valuable corporate asset that must be used consistently in its proper, approved forms.

Download the logo from donorperfect.com/branding.

DonorPerfect Logo

The DonorPerfect™ Brand

The DonorPerfect logo consists of a blue circle with the initials "DP" in it, situated next to offset text that spells our brand name. Under the logo should appear our tag line: **online fundraising software**. The main text in this logo is **Arial Bold**, and the tag line text is **Corbel Regular**.

Standard Logo

Black and White Logo

When should I use the tag line?

Our tag line explains at a glance what our product is. It should always be used, except for cases where the DonorPerfect logo is scaled down very small and the font becomes illegible. If that is the case, it is your responsibility to ensure that the project you're working on makes it very clear that DonorPerfect is online fundraising software.

Alternative DP Logos

White Logo

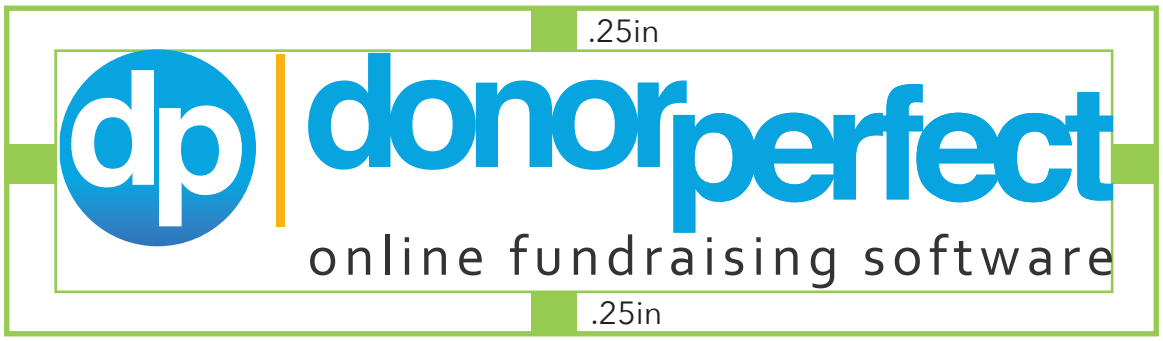
DP Circle

No Tag line Logo

Clear space & minimum size

Margins

When using the DonorPerfect logo, you must maintain a minimum margin **.25in** or **28px**.



Sizing

When using the DonorPerfect logo with the tag line, the tag line must be legible. When using the logo in web, do not make it any smaller than **180px** in width. When using the logo in print, it is not to fall under **2.5"** in width.

180px

2.5"

For using the logo with out the tag line, the logo must not be any smaller that **1.5in** for print and **110px** for web.

110px

1.5"

When an you need to go below the **110px** range the DP circle can be used by itself to represent the logo of DonorPerfect.

110px

Colors Specifications

Standard Logo: Specifications

DonorPerfect's primary colors are blue and orange. Secondary colors are orange, blue, green, purple, and orange. These accent colors should be used sparingly, or as gradients with the main DonorPerfect colors. They can also be used to draw attention, such as when using Calls to Action or headlines.

Primary Color Scheme

HEX: #00A5DF
RGB: 0, 165, 224
CMYK: 76,16, 0, 0
PANTONE: 2995 C

HEX: #F7B218
RGB: 247, 178, 24
CMYK: 1, 32, 100, 0
PANTONE: 7409 C

HEX: #3873B8
RGB: 56, 115, 184
CMYK: 80, 53, 0, 0
PANTONE: 2736 C

These colors are drawn from the DonorPerfect logo and are also used on the DonorPerfect website and landing pages.

Secondary Color Scheme

HEX: #4F8CE7
RGB: 79, 140, 231
CMYK: 58, 28, 0, 0
PANTONE: 659 C

HEX: #A42A80
RGB: 164, 42, 128
CMYK: 30, 88, 4, 0
PANTONE: 7647 C

HEX: #85C040
RGB: 133, 192, 64
CMYK: 46, 1, 89, 0
PANTONE: 367 C

HEX: #F7B218
RGB: 247, 178, 24
CMYK: 1, 32, 100, 0
PANTONE: 7409 C

These colors are used on the DonorPerfect website as calls to action, banners, navigation, and highlights. By using these bright and bold colors more sparingly than the logo colors, we can direct visitors where to look on our site and create interest.

Special Logo: Specifications

DonorPerfect Mobile Logo

DonorPerfect has mobile app version of the main product, called DonorPerfect Mobile. For proper sizing information, refer to **page 11**. For secondary colors refer to the default secondary colors on **page 12**. The "mobile" text of the logo is made from the font, **Myriad Pro Italic.**

DonorPerfect serves the international nonprofit community, so we also use country specific logos.

Canada DonorPerfect Logo

Primary Color Scheme

HEX: #E31D38
RGB: 227, 29, 56
CMYK: 4, 100, 82, 0
PANTONE: 1795 C

HEX: #F7B218
RGB: 247, 178, 24
CMYK: 1, 32, 100, 0
PANTONE: 7409 C

online fundraising software / logiciel de collecte de fonds en ligne

For any Canadian DonorPerfect advertisements or communications, use the official DonorPerfect Canada logo. For proper sizing information, refer to **page 11**. For secondary colors, refer to the default secondary colors on **page 12**.

The tag line consists of both the English and French spelling of the default DonorPerfect tag line. When using the logo with the tag line, make sure to use the English tag line first.

United Kingdom DonorPerfect Logo

Primary Color Scheme

HEX: #24397D
RGB: 36, 57, 125
CMYK: 100, 91, 20, 7
PANTONE: 7687 C

HEX: #D52229
RGB: 213, 34, 41
CMYK: 11, 99, 98, 2
PANTONE: 1795 C

For any DonorPerfect advertisements or interactions with the United Kingdom, use the official DonorPerfect United Kingdom logo. For proper sizing information, refer to **page 11**. For secondary colors, refer to the default secondary colors on **page 12**.

International DonorPerfect Logo

Primary Color Scheme

HEX: #00A5DF
RGB: 0, 165, 224
CMYK: 76,16, 0, 0
PANTONE: 2995 C

HEX: #F7B218
RGB: 247, 178, 24
CMYK: 1, 32, 100, 0
PANTONE: 7409 C

HEX: #3873B8
RGB: 56, 115, 184
CMYK: 80, 53, 0, 0
PANTONE: 2736 C

For any DonorPerfect advertisements or communications, use the official DonorPerfect United Kingdom logo. For proper sizing information, refer to **page 11**. For secondary colors refer to the default secondary colors, on **page 12**.

The DonorPerfect international tag line is: **international online fundraising software**.

Which logo do I use?

Trying to determine which logo to use and where and when to use it?

Here are some questions to ask yourself:

1. My project will not fit a logo larger than 179px, can I shrink down the logo with the tag line?

No. Use the logo with out the tag line or the DP circle by itself.

2. My project is for a Canadian print vendor, can I use the standard DP logo?

No. Use the official DonorPerfect Canada logo.

3. My project is for a United Kingdom web banner ad, can I use the standard DP logo?

No. Use the official DonorPerfect United Kingdom logo.

4. I have a media piece that I need a logo that is not in the United States, Canada, or United Kingdom, which logo should use?

For any country other than the United States, Canada, or the United Kingdom, please use the official DonorPerfect International logo.

Logo Usage: Printed Communications

In almost all instances, printed communications coming from DonorPerfect should use standard CMYK logo. Why? Most printers use a 4 color printing process, which actually has less colors than what we see on the web. There are some instances when a print ad is too small, in which the CMYK DP circle icon can be used.

The following pages shows some examples of the standard CYMK logo on different printed medias.

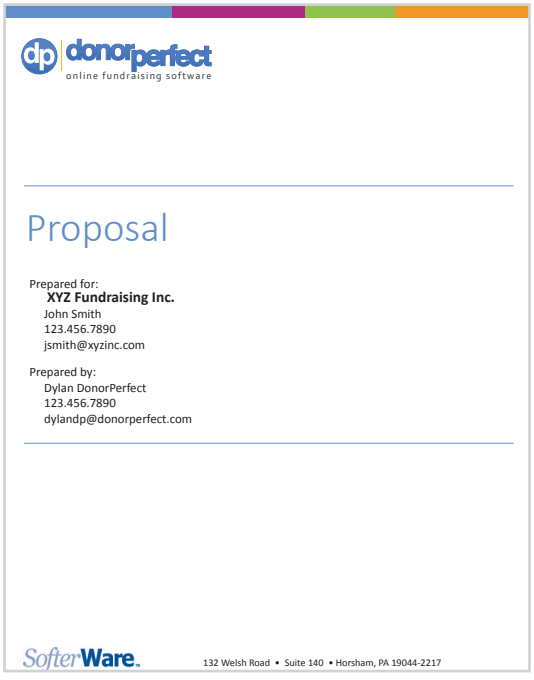
These examples demonstrate how the logo interacts with the content of the piece. The standard logo should only be used once on a printed communication. The DP circle can be used as a support piece on the document (i.e. letter head, brochure, or factsheet).

Print Advertisement

(Front of Postcard)

(Back of Postcard)

Proposal Document



Factsheet

Logo Usage: Tradeshow Graphics

The standard CMYK full logo should be used with all tradeshow graphics. For our international tradeshow materials, the CYMK versions of those logo's should be used instead. When creating booth graphics, the logo may appear more than once in the booth, but it should only be used once per "area" within the booth. We would like to avoid using just the DP circle for tradeshow materials. For tradeshow graphics, the logo should be place at the top of the graphic. Special sign-age, where the logo is by itself can be placed in the center of the piece.

(Pull-up Banner 3x9)

(Pull-up Banner 3x9)

Logo Usage:
Branded Merchandise

For printed materials such as Chap-sticks, stress-balls, key-chains, and tablecloths, printers require the use of pantone colors. Different printers have different pantone requirements: coated vs uncoated. The coated version of these colors is preferable. See Marketing for cases where a printer requires other pantone values.

The standard full logo or DP circle can be used on printed media. When using the logo for printed materials, make sure to use the correct pantone colors in the logo.

PANTONE: 2995 C

PANTONE: 2736 C

PANTONE: 7409 C

(Stress ball Samples)

(Chap-stick Samples)

Logo Usage:
Online Communications

In almost all instances, online communications should use standard RGB logo. Why? The RGB color scheme actually has more colors available to this color pallet allowing it to render better on numerous devices, including, computers, TVs, mobile phones. There are some instances when a media type is to small, in which the RGB DP circle icon can be used.

The following pages show of showing both the standard RGB logo and the circle icon.

These examples demonstrate how the logo interacts with the content of the piece. The standard logo should only be used once on an online media piece. The DP circle can be used as a support piece on the type of media, if the standard logo doesn't meet the above set guidelines of minimize size requirements.

(120x255 Banner Ad)

(120x155 Banner Ad)

(120x255 Banner Ad)

(728x90 Banner Ad)

(300x250 Banner Ad)

(300x250 Banner Ad)

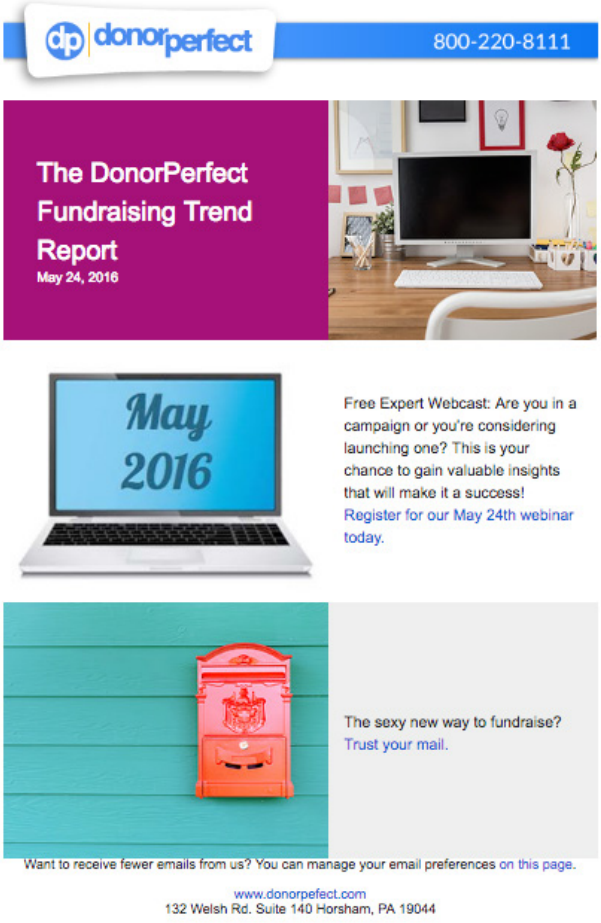
Logo Usage:
Online Communications, Cont.

Emails

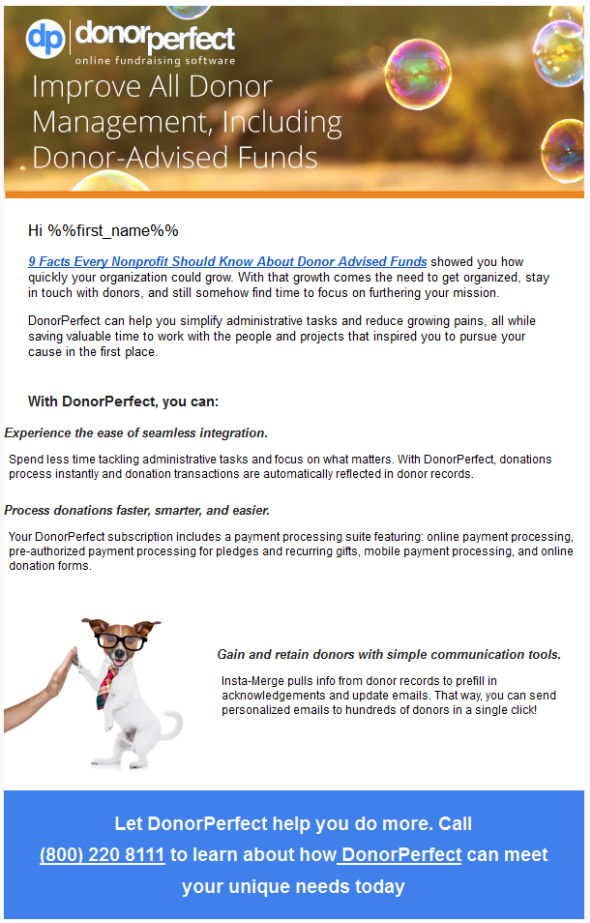
We use two mobile responsive templates that consist of a one column and two column layout. These email templates are to use the **standard email header** shown below. In special circumstances you can put the logo on an image. When doing this, please refer to the logo usage section of this book.

(Standard Email Header)

(Standard Email Header and Two Column Template.)



(One Column Template using a picture header and correct logo usage.)



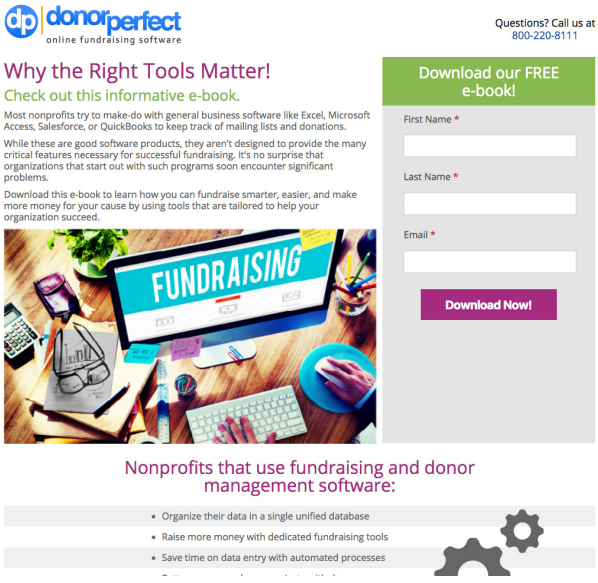
Websites

Here's how the DonorPerfect logo should appear on different website and web pages. In most cases, when using the logo on landing pages and SofterWare-owned websites, the full standard RGB logo should be used. The standard DP circle can be used to promote DonorPerfect on 3rd party websites.

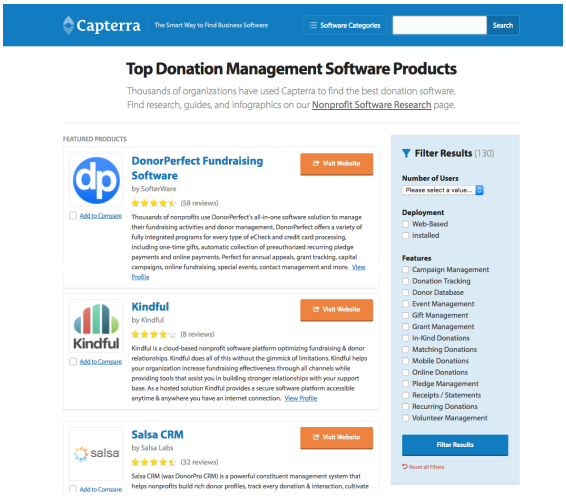
(Mobile Responsive Landing Page with Logo in Background Image)

(Mobile Responsive Landing Page with Logo in Basic Header)

(Mobile Responsive Landing Page with Logo in Basic Header)



(Third Party Website using the DP Circle)



Logo Usage: Incorrect use

Do not alter the DonorPerfect logo in any way. Do not animate, color, rotate, skew, apply effects to the logo, or separate the elements. Never attempt to create the logo yourself, change the font, or alter its size or proportions. Do not attempt to stage the logo yourself on a tag or alter the space between the DonorPerfect logo text and the DP circle.

DONT'S

1. Don't move DP Circle.
2. Don't remove the "DonorPerfect".
3. Don't apply any effects.
4. Don't make a pattern or texture out of the logo.
5. Don't rotate the logo.
6. Don't alter the size of the DP circle.
7. Don't recolor the logo.
8. Don't alter the transparency of the logo.
9. Don't skew or attempt to make the logo 3-dimensional in any way.
10. Don't remove the DP circle from the logo.
11. Don't add the logo to images where alters the view of the logo.

Not shown:

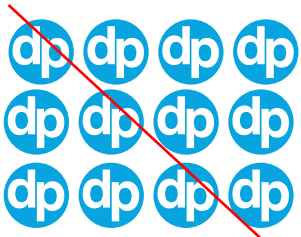
- Don't combine the logo with any other elements—such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.
- Don't display the logo in a way that suggests that a third party's product is a DonorPerfect product, or that the DonorPerfect name is part of a third party's product name. Please note: Use of the DonorPerfect logo by a third party requires a license agreement.

1.

2.

3.

4.



5.

6.

7.

8.

9.

10.

11.

Typography

The typography of DonorPerfect is very important. It portrays the look, feel and personality of the face of the product and website. We have 5 fonts we use across different formats: **Arial**, **Corbel**, **Avernir Next**, **Open Sans**, and **Futura**.

Logo

The DonorPerfect logo font consists of **Arial Bold**, for "donorperfect" and the DP circle. The tag line text is **Corbel Regular**.

Printed Communications

For printed communications, **Avenir Next** should be used as the preferred font choice. **Furtura** can be used in some cases. Please consult with the Marketing Department on those use cases. Even though **Open Sans** is a close match to **Avenir Next**, we would like to be consistent with all printed materials. Font size should not go below **8pt** font size. For main text of a printed document the font size should stay between **12pt** and **14pt**. Header font sizes can vary
in size.

Digital Communications

For all digital communications, **Open Sans** should be used for a font choice. This is a free font that can be downloaded from Google.com. It is very important to have a consistent font across all websites, web pages, landing pages, and ads. Font size should not go below **10px** unless consulting with the marketing department first. The main font size for websites and landing pages is **14px**. Header font sizes can vary in size.

Email Communications

For all email communications, **Arial or Helvetica** should be used for a font choice. Using Google fonts have a tendency to not show up in all email clients. To have a consistent look we encourage sticking to these two fonts. Font size should not go below **10px** unless consulting with the marketing department first. The main font size for emails is **14px**. Header font sizes can vary in size.

Frequently Used Typefaces

Below are the different type faces used for both print and digital communications. Do not use any other styles of these type faces except what is listed below.

Avenir Next

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
=~!@#$%^&*():;'"<>?,./

8pt
9pt
10pt
11pt
12pt
13pt
14pt

Avenir® Next Ultralight
Avenir® Next Ultralight Italic
Avenir® Next Regular
Avenir® Next Italic
Avenir® Next Medium
Avenir® Next Medium Italic

Avenir® Next Demi Bold
Avenir® Next Demi Bold Italic
Avenir® Next Bold
Avenir® Next Bold Italic
Avenir® Next Heavy
Avenir® Next Heavy Italic

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
=~!@#$%^&*():;'"<>?,./

8pt
9pt
10pt
11pt
12pt
13pt
14pt

Open Sans Light 300
Open Sans Light 300 Italic
Open Sans Normal 400
Open Sans Normal 400 Italic
Open Sans Semi-Bold 600
Open Sans Semi-Bold 600 Italic

Open Sans Bold 700
Open Sans Bold 700 Italic
Open Sans Extra-Bold 800
Open Sans Extra-Bold 800 Italic

Frequently Used Typefaces, Cont.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
=~!@#$%^&*():;'"<>?,./

8pt font size
9pt
10pt
11pt
12pt font size
13pt
14pt

Arial Regular
Arial Italic

Arial Bold
Arial Bold Italic

Futura

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
=~!@#$%^&*():;'"<>?,./

8pt font size
9pt
10pt
11pt
12pt font size
13pt
14pt

Futura Condensed ExtraBold
Futura Condensed Medium

Futura Medium
Futura Medium Italic

Imagery: Photography

1. Abstract photos can be used for background images and supporting images.
2. Lifestyle photography should be selected, with a business causal feel in mind. The pictures should include some type of technology. (Ex. a laptop or a mobile device.) Images should be used that are more landscape (horizontal), oriented.
3. Conceptual illustration. Vector art can be used through emails, websites, and different printed materials, but should not over power the page. There should be a balance between vector and real imagery.

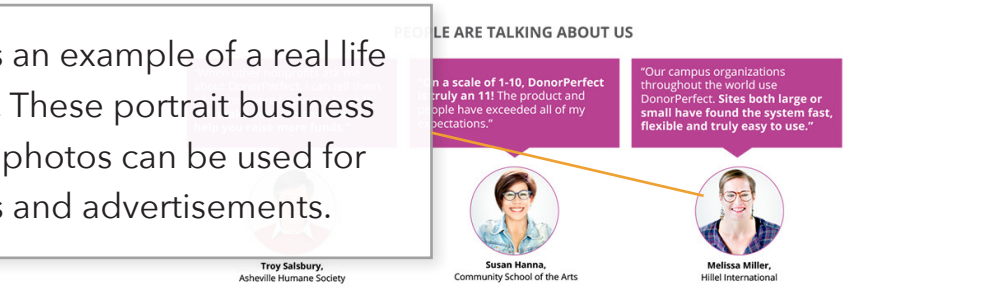
Drop shadows and different stylistic effects can be lightly used on vector art and real imagery. For example, a drop shadow can help accent an image but not in the case where its shadow is obviously noticeable. See on the next page for use cases.

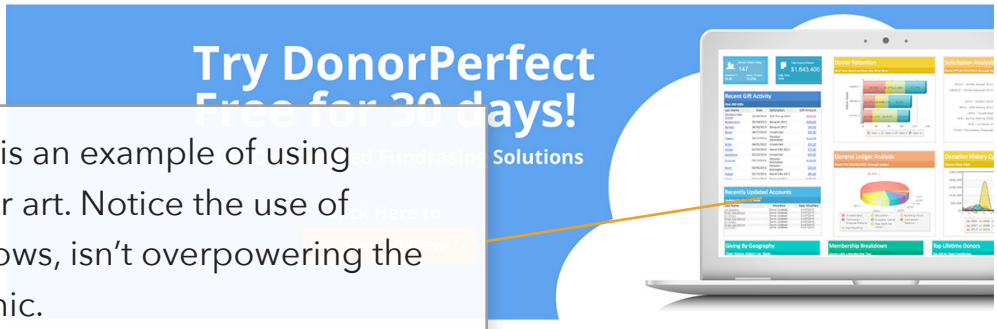
*Please ensure that all imagery being used is not pixelated.

Imagery Use Cases

Here is an example of a real life image. This image demonstrates a landscape or horizontal image with a business casual tech feel.

Here is an example of a real life image. These portrait business casual photos can be used for quotes and advertisements.





Here is an example of using vector art. Notice the use of shadows, isn't overpowering the graphic.

Questions?

US Sales: 800-220-8111 or Email: sales@donorperfect.com

Notice that balance of vector images and real life imagery on the whole page.

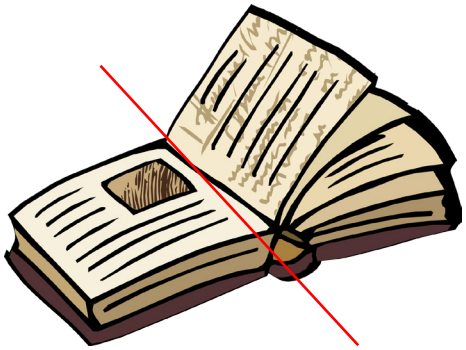
Imagery: Photography, Cont.

Vector Images

Vector artwork must not be look amateur, be of poor quality or poorly made.

(Correct Usage)

(Incorrect Usage)

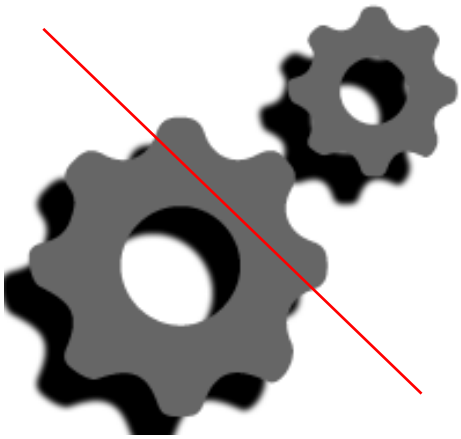


Drop Shadows

Drop shadows can be used but only to support an element in a light an invasive manor. See examples below for use cases.

(Correct Usage)

(Incorrect Usage)



Corporate Templates

This next section will address business templates including, letterheads, email signatures, stationary, and business cards.

Presentation Templates

The opening slide of the PowerPoint should have an image that relates to the topic and portrays the logo in a flattering manor.

For the supporting slides, there are a few key factors to note. The font that is to be used in all PowerPoints is **Arial**. This was chosen since most computers use **Arial** as a default font. All slide titles need to be placed in the orange box, **HEX #F5A515,** with a font size of **36** to **40pt**. Alternate side bars between the 4 main colors of DonorPerfect:

- HEX: #4F8CE7
- HEX: #85C040
- HEX: #A42A80
- HEX: #F7B218

The darker shade boxes consist of the colors:

- HEX: # 478CC2
- HEX: #A1387C
- HEX: #87BA45
- HEX: #E3932B

Email Signatures

The corporate e-mail signature and set up instructions can be found in the **Marketing > Graphics > Templates > E-mail Signatures**.

For font choices, please use **Open Sans**, or **Arial** with font size between **11pt** to **13pt**.

Aside from editing the contact information, do not alter the layout in any way including, changing the font, etc.

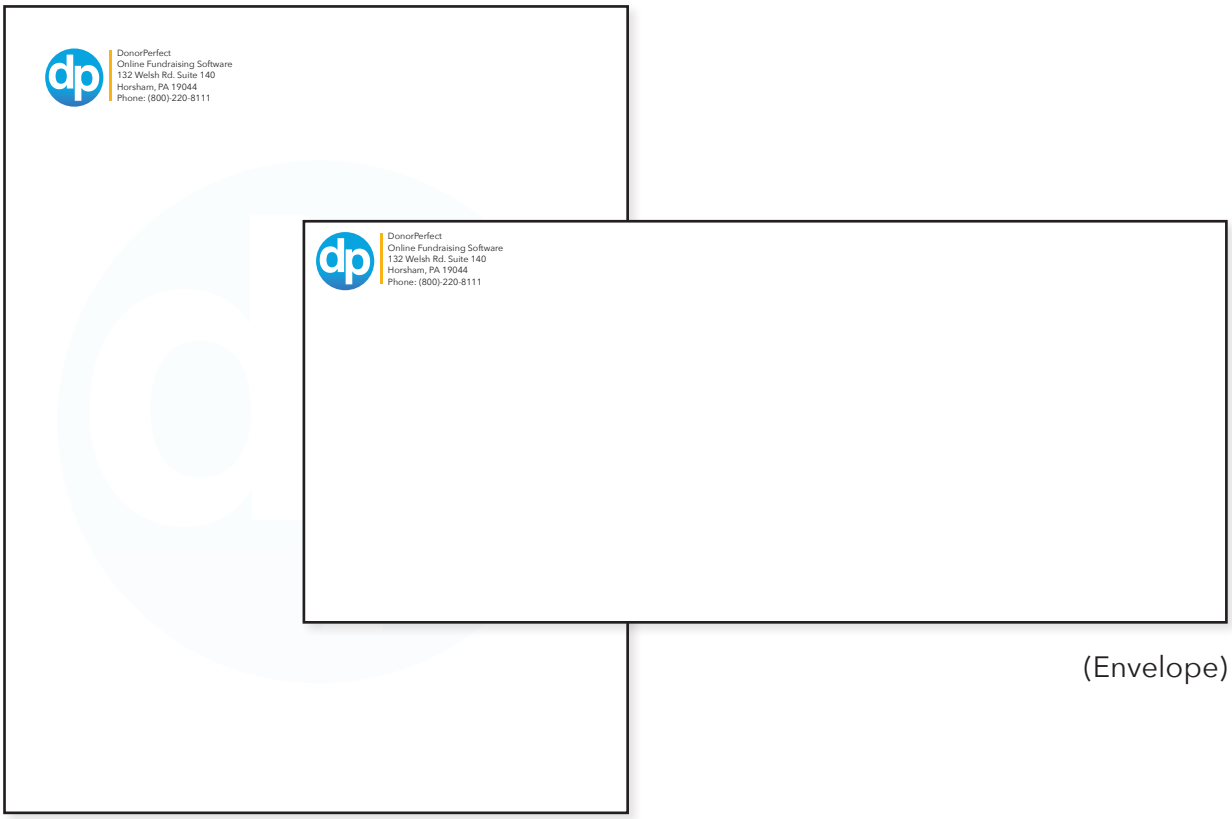
For color choices of the email line, you can choose between the 4 main colors of DonorPerfect.

HEX: #4F8CE7
HEX: #85C040
HEX: #A42A80
HEX: #F7B218

Your Name
Your Title
XXX.XXX.XXXX (tel)
xxxxx@donorperfect.com
www.donorperfect.com

Stationary

Corporate stationery uses the standard DonorPerfect logo as shown below. Business cards use standard logos with the 4 main colors as accents.



(Envelope)

(Letterhead)

Business Cards

Business cards are made up from each countries two primary colors. When creating these, please use **Avenir Next**, or **Arial** as a back up. Send your order requests to the Marketing Department.

Company Name

When using the company name, please follow the guidelines below.

Primary use (for use in all building signage and marketing communications):
DonorPerfect

Secondary (for all legal references):
DonorPerfect™

Incorrect:
DonorPerf
DonorPerfect Systems, Inc.
DonorPerfect Incorporated
Donor Perfect

Sub-brands of DonorPerfect

Within DonorPerfect, we have different sub-brands for products and conferences. These next few pages will discuss the style guides and branding for each of them.

DPConnect

DPConnect is a broad network of reputable partners whose tools and solutions complement the tasks you perform in DonorPerfect.

Logo Specifications

DonorPerfect Partner Network
dpconnect

Primary Color Scheme

HEX: #2975bb
RGB: 41, 117, 187
CMYK: 83, 51, 0, 0
PANTONE: 104-7U

HEX: #F7941E
RGB: 247, 148, 30
CMYK: 0, 50, 100, 0
PANTONE: 20-8U

HEX: #478FCD
RGB: 71, 143, 205
CMYK: 71, 34, 0, 0
PANTONE: 109-13U

HEX: #FDCE22
RGB: 253, 206, 34
CMYK: 1, 18, 95, 0
PANTONE: 7-8U

The DPConnect logo consists of **"dpconnect"**, the **3 color gears,** and the subtext "**DonorPerfect Partner Network"**. The gears must be included in the logo at all times. The logo is made up of the fonts, **Arial Bold**, and **Myriad Pro**. Even though the logo is written as "dpconnect", the proper casing, is **"DPConnect".**

For any DPConnect advertisements or interactions, use the official DPConnect logo. For proper sizing and spacing information, refer to **page 11**.

Secondary Color Scheme

HEX: #495B67
RGB: 73, 91, 104
CMYK: 74, 56, 45, 23

HEX: #7BC524
RGB: 123, 197, 36
CMYK: 56, 0, 100, 0

DPCNC

DPCNC or DonorPerfect Community Network Conference, is a sub-brand created for a network conference for the clients and future clients of DonorPerfect to come together to learn and connect.

Logo Specifications

Primary Color Scheme

HEX: #0877BE
RGB: 8, 120, 190
CMYK: 86, 48, 0, 0
PANTONE: 104-7U

HEX: #FAB03E
RGB: 250, 176, 63
CMYK: 0, 35, 85, 0
PANTONE: 20-8U

The DPCNC logo consists of the traditional DP circle, the initals **"CNC"**, and the subtext **Community Network Conference**. The logo must always consist of the DP circle and the initals "CNC". The logo is made up of the following fonts, **Open Sans**, bold and thin styles and **Arial Bold** for the DP Circle.

Other spellings of **DPCNC** consist of, **CNC**, or **DP Community Network Conference**.

For any DPCNC advertisements or interactions, use the official DPCNC logo. For proper sizing and spacing information, refer to **page 11**. For website, print, emails, and advertisements, follow font rules from **page 12**.

Secondary Color Scheme

HEX: #FECE06
RGB: 253, 206, 13
CMYK:1, 18, 99,0

HEX: #27A9E1
RGB: 42, 169, 224
CMYK: 70,16, 0, 0

HEX: #063653
RGB: 5, 53, 82
CMYK: 100, 77, 43, 37

Appendix

Core Messaging Expanded

Everything In One Place

Our clients increase efficiency and ensure consistency by working in a single unified database.

Benefits of Working in a Single Unified Database

DonorPerfect makes it easy to stay organized by storing all of your information in one place, from donor records and donation receipts to email open rates and volunteer schedules!

DonorPerfect is designed so you can manage every aspect of your fundraising efforts in a single database. There's no need to open different programs or search for misplaced files. Every piece of information surrounding your fundraising efforts is perfectly organized in your DonorPerfect system.

Working from DonorPerfect's comprehensive database can save you time in many ways, from allowing you to find the information you need faster to eliminating double data entry through smart and seamless integrations.

With DonorPerfect, you and your staff can do more and meet less. Cut down on the constant need to catch up by working in DonorPerfect's unified system that updates in real time.

Real time updates and custom scheduled alerts keep your staff members up to date no matter where they're based.

Best of all, the information in your DonorPerfect system is available on any internet-connected device, including our award winning mobile application DPMobile- the highest rated fundraising app on both Apple iTunes and Google Play.

By maintaining a single database, you can:

- Benefit from Constituent Relationship Management features such as bio and contact information, flags, and more
- Target the right constituents with the appropriate messages
- Enable everyone to contribute to the maintenance of keeping accurate constituent addresses, phone numbers, email addresses, etc.
- Ensure that constituents don't receive duplicate mailings
- Reference a single, updated history of contacts and financial transactions

How We Keep Everything in One Place

DonorPerfect has built-in features and integrated tools that collect, organize, store, and share information in a single, unified database.

You can manage donations, contacts, receipting, reporting, email, and more all from the same system.

Track information about donors, prospects, volunteers, staff and all your other constituents all in one place!

Our system's flexibility is designed to allow us to integrate with partners who can enhance and extend the reach of your DonorPerfect system.

All of the data produced by our integrated tools and solutions flows right into DonorPerfect and is stored and organized in your records for easy reach and smart reporting.

DonorPerfect's flexibility allows it to be easily customized to meet your unique information needs with truly customizable screens, fields, and information!

Integration

DonorPerfect integrates with today's most innovative tools, solutions, and services to help your organization enhance and extend the reach of your DonorPerfect system.

Benefits of DonorPerfect's Integration

We choose to invest our development hours into projects that directly enhance and improve the core functionality of our software, while our DPConnect partners provide best-of-breed specialized services to complement and multiply your investment in our software.

From e-ticketing solutions, email marketing tools, and QuickBooks to website management and consulting services, our integrations make it possible for you to do just about anything related to development with DonorPerfect. Best of all, DonorPerfect integrates with tools you already know and love, such as Microsoft Word and Excel.

These integrations help you expand your fundraising capabilities and broaden the functionality of your organization's internal operations.

Through our integrations, your DonorPerfect system functions as a single database for constituent information and activity that works with all of the tools, solutions, and technologies you'll need as your organization grows and the landscape of fundraising evolves. Our integrations reduce your need to manage separate, non-integrated solutions as you seek to expand your fundraising capabilities.

Our goal is to make our integrations seamless and easy to use, so all that you do to make your mission happen can be managed in one place with less work.

How We Do Integration

We make it easy for you to find add-on solutions and consulting services that can best meet your organization's needs through The DPConnect Partner Directory. You're always able to pursue something new through an ever-growing list of partners whose tools and solutions integrate with your system.

The DPConnect Partner Directory acts as a central hub where you can find solutions for your fundraising needs, read reviews and ratings, and request more information to learn about what's best for your organization.

With DonorPerfect's integrations, you can:

- Take your message further with Constant Contact's easy-to-use messaging tools.
- Get the best of both worlds by balancing the books with our QuickBooks Pro and Premier integrations while managing donors through DonorPerfect's comprehensive donor management software.
- Collect donations faster for less money and reduce data entry with our fully integrated payment processing suite.
- Easily work with tools you already know and love, such as Microsoft Word and Excel.
- Discover your major donors' philanthropic activity with DonorSearch's wealth screening solution. From fundraising to volunteer management to accounting and backend functionality, the opportunities to do more and do better are plenty - and multiplying!
- Accomplish many more essential fundraising and donor management tasks!

Specialized development needs are addressed with expert partners, including auctions, event ticking, peer-to-peer fundraising, volunteer management and more.

Our consultant partners provide expert help and advice on fundraising and donor management, using DonorPerfect to carry out their recommendations easier, faster and more successfully.

Using our integrated partner products not only gives you the ease and convenience of accomplishing more while working from a single system, DonorPerfect's integrations also save you time. Our secure interface is designed to allow data from integrated products to flow right into your DonorPerfect system, so there's no need for double data entry.

Our flexible APIs allow you to create custom integrations that work seamlessly within your DonorPerfect system.

Reporting

DonorPerfect's easy-to-use reporting tools help clients make data-based decisions they can count on.

Benefits of DonorPerfect's Reporting

Using all the valuable data you track in DonorPerfect, reports help you understand trends, improve campaigns, and make better decisions for future fundraising efforts that will further your mission.

Pinpoint what's working and what's not so you can invest your time and resources wisely and improve fundraising.

How We Do Reporting Better

DonorPerfect turns data into insights through over 80 comprehensive reports included with your system. These reports are designed to provide the actionable data that nonprofit organizations need most. Some key standard reports include donor retention, lapsed donors, lifetime value of a donor, top donors, and campaign/solicitation analysis.

Most importantly, unlike other fundraising software, these reports are not simplistic lists or groupings, they are powerful analytical insights and report on your Key Performance Indicators (KPI's).

Gain quick access to vital metrics through easy to understand dashboards. Our customizable dashboards allow organizations to track key metrics that are most important to them in real time. They can even be set up at the organizational and individual level.

Change reporting parameters on the fly with SideBar Reporting. This smart filtering feature allows you to tailor your reports easily and efficiently.

Every DonorPerfect report can be generated using absolutely any criteria you desire, including sophisticated yet easy to understand logic to get exactly the segment you need.

You can easily modify and create your own unique, professional reports with our custom reporting capabilities.

Create your own lists or queries without the need for programming or training. Its intuitive design walks you through creating each report, and you can easily select fields, groupings, sort order, and summary totals on your own.

Our advanced reporting capabilities enable you to display charts and graphs to show trends, highlight key data and schedule the delivery of reports to key stakeholders so everyone's updated with the latest information. You can also use that same scheduling tool to send to-do lists to staff members on a regular basis, saving you time and effortlessly keeping your staff on track.

Targeted messaging is crucial when you're looking to engage donors and ask for the appropriate amount at the appropriate time. DonorPerfect's reports can help you easily segment your donors based on their giving history and donor attributes, so you can ensure that you're reaching out to the right people with the right messaging every time.

Key Benefits/features:

- Monitor campaigns and solicitations, track donor giving, and stay on top of grants.
- Easily export reports to PDF, Word, HTML, and spreadsheets for charts and graphs.
- Campaign effectiveness reports help you analyze your fundraising efforts by solicitation method and/or campaign.
- Donation summaries and analyses break down your donations by giving levels, fund designation, and other criteria.
- DonorPerfect provides detailed reports to track grant requests, funding status, and critical dates.
- Produce reports on individual donors and their giving histories quickly and easily.
- Reports such as the Five Year Giving Report and LYBUNT Report (Last Year But Unfortunately Not This) Year can help you improve donor retention.

DonorPerfect's reporting features are complemented by tools to help you analyze, understand, and act upon the information you uncover with your reports. You'll benefit from DonorPerfect's wealth of resources that can help you take action. For example, if you notice your donor retention rate needs improvement, DonorPerfect offers a free Monthly Giving Starter Kit that's designed to help you cultivate a successful monthly giving program that will increase your donor retention.

Time-Saving Technology

DonorPerfect simplifies fundraising by streamlining time-stealing administrative tasks.

Benefits of DonorPerfect's Time-Saving Technology

When it comes to many essential fundraising tasks, DonorPerfect can do the work for you! Our software is designed to save you time and help you raise more money.

By automating administrative tasks, you can work on cultivating a dedicated donor base, rallying passionate volunteers, and most importantly, focus on the mission that called you to start working at your organization in the first place.

How valuable is the time you can save with DonorPerfect? It's twice as valuable as the time you can save without it! In their first year of using DonorPerfect, our clients increase their average annual revenue by more than 10%. According to Giving USA's recent fundraising report, that's double the national average!

How DonorPerfect Saves You Time

DonorPerfect's administrative automation capabilities include: online donations, receipting, acknowledgements, mail merges, report scheduling, and more!

For example, online donations processed with DonorPerfect automatically reflect in donor records and receipted via email. No data entry needed!

Every gift, regardless of how it was entered, becomes part of your outstanding thank-you batch, ensuring that each gift is automatically acknowledged with the most appropriate letter.

DonorPerfect's time-saving business rules automation feature is delightfully flexible and tailored to you. If there's a task, alert, or reminder you'd like to automate in your DonorPerfect system, our automation can likely do that for you. For example, you can arrange that an email notification be sent to the Development Director every time a gift of $500 or more is entered into DonorPerfect. This action can also be paired to set up a follow-up thank you call in the DonorPerfect Online Contact Manager.

In addition to alerting staff of major gifts, you can set up automatic email alerts to your board, to-do lists for staff and volunteers, and custom pop-ups and reminders to keep everyone on the same page. By automating these screens to walk volunteers through specific tasks, you can also ensure accurate data entry.

DonorPerfect is built to ensure that many of your "to-dos" are done for you, so you can move forward with your mission in mind.

Merge the exact data you want into mailings, emails, and more. Instantly produce personalized letters or emails for one, all, or selected constituents. You can also quickly create an export file of selected records for your mail house.

Enter gifts and pledges in batches to speed up data entry, reduce data entry errors, and provide a way of reviewing gifts and pledges for accuracy before they are posted to the system.

On-and-Offline Fundraising Tools

Benefits of DonorPerfect's Online and On-The-Go Fundraising Tools

Online fundraising is easy with DonorPerfect. DonorPerfect Online Forms are designed to help you conquer three of the most important aspects of fundraising:

1. Collecting donations and event registrations
2. Confirming event attendees
3. Engaging and rounding up volunteers

You can choose from over 25 easy-to-use templates to reflect your organization's logo and colors.

You can spend more time connecting and less time collecting by accepting gifts through DonorPerfect's Mobile App, even adding donors on the fly as they make a donation in real time.

DonorPerfect understands that establishing connections is all in the details. Remembering what makes each of your donors unique can influence your communications in a way that makes your donors feel appreciated. DPMobile's Voice Notes feature makes it easy to ensure that you don't forget a thing.

With DonorPerfect, there's no double duty required for data entry. The info you get on-the-go flows right into your DonorPerfect system at the office.

Every second counts when you're planning a big fundraising event. Avoid the inevitable seating arrangement debacle with DonorPerfect's virtual seating chart.

How We Do On-And-Offline Fundraising

From generating targeted solicitations to recording contacts with potential major donors, DonorPerfect provides the tools for communicating, tracking, and managing your campaigns and results.

Maintain a record of letters and solicitations sent, calls, and other constituent contacts. By assigning due dates, you can produce reminder lists to assist in donor cultivation activities. This to-do list can pop-up each morning to remind you of your most urgent follow-up activities.

Grouping contact activities into a moves management effort allows development staff to plan, coordinate, and track cultivation efforts.

DonorPerfect Online Forms makes fundraising a breeze. There's no need to enter donation or signup information into DonorPerfect records - it's already there! Unlike accepting donations via Paypal or taking event registrations through email, information collected by DonorPerfect Online Forms flows right into your DonorPerfect system.

The ability to quickly and easily access and update donor information and add donor records on-the-go is crucial to forming relationships with new donors and nurturing relationships with current donors. That's why DonorPerfect created DPMobile, the most powerful fundraising app in the world.

Ranked #1 on both Apple iTunes and Google Play, DPMobile is designed to equip both development professionals and volunteers to collect donor information and gifts on-the-go swiftly and seamlessly.

You can accept donations in seconds with a quick swipe of a credit card using DPMobile Swipe or key donor information directly into the app.

All donor and gift information collected through DPMobile flows right into your DonorPerfect system at the office, so the day after the event you don't have to re-enter data into DonorPerfect. And thanks to the matching logic built into all DonorPerfect products, there's no need to worry about finding and deleting duplicate records either.

DPMobile ensures that the donor details you don't want to forget are remembered by allowing you to record voice notes that are translated to text and ready for you in the appropriate donor record the next time you log into DonorPerfect. Just rattle off the info you want to remember, and DPMobile's voice notes capabilities translate your message to text and stores your notes in the donor's record.

DonorPerfect's online event registration forms collect attendee information and funds, reducing data entry and making it easier to keep registrants updated and engaged. Our event module seating chart takes the hassle out of arranging attendees by allowing you to drag and drop people's names as your guest list grows.

Review the entire giving history of any donor. Every gift and pledge, including the amount, solicitation method, gift restrictions and gift type, is recorded and summarized in DonorPerfect.

Any gift can be easily marked as a soft credit to an unlimited number of other donor records. This allows you to notify, recognize, and track matching gifts and tribute giving, as well as recognize donors who influence others to give.

DonorPerfect tracks and automates future pledge payments and balances, prints reminder letters, and identifies delinquent pledges so you don't have to. Plus, our integrated auto pay feature allows one-time or recurring gifts to be automatically withdrawn from a donor's bank account or charged to their credit card.

Customer Service & Focus

DonorPerfect clients love our dedicated customer service team and our commitment to their success. We have the best support in the industry. Period.

About DonorPerfect's Customer Service + Focus

Our relationship with the DonorPerfect community affects every aspect of our business, from product development to pricing.

Our team knows best practices for the nonprofit industry and can recommend how you can use the system most efficiently. With DonorPerfect, you'll receive expert-level service at every point of contact.

Our development team's priorities are driven not only by the latest technology and fundraising trends, we also act upon client feedback. That way, the ideas most important to you become reality.

DonorPerfect has a User Experience team devoted to designing features and enhancements so they're easy to learn and easy to use.

Account managers give you real and honest answers to your questions, engaging prospective clients with a consultative approach, not pushy sales tactics!

The implementation team analyzes your fundraising methods, data, and operational flow. They then create a DonorPerfect system that matches your exact needs and ensures your complete satisfaction along the way.

Our trainers help you get the most productive and beneficial use from your investment and shorten the learning curve.

DonorPerfect's 24/7 support staff holds the highest customer satisfaction ratings. They provide continuity in the event of staff turnover and ensure ongoing success with your DonorPerfect system. 90% of support calls are answered live within 2 minutes, and nearly 100% are answered within 2 hours if the customer chooses to leave a voicemail message.

Our biggest asset is the DonorPerfect Team, who is dedicated to the success of our clients.

Industry Experience + Longstanding Independence

Clients trust DonorPerfect's industry experience and long-standing independence.

About DonorPerfect's Experience + Independence

DonorPerfect is independently owned and operated by full-time employees, serving the nonprofit community for over 30 years. Clients love us, board members trust us, and industry experts recommend us.

Because you'll rely on your fundraising software to collect donations, organize and protect donor information, and keep staff up-to-date, we understand it's important that you love your fundraising software. We're proud to report that our own annual customer retention rate far exceeds the industry average.

We take your investment in our software seriously. With DonorPerfect, you'll have more time for your mission, so you'll fundraise more. As a matter of fact, our users see a 10% increase in fundraising revenue within a year of purchasing. According to Giving USA's latest poll, that's more than double the national average!

We've stood the test of time and excelled in tests conducted by independent reviewers. The nonprofit organizations NTEN and Idealware conducted extensive interviews, surveys, and demonstrations of numerous fundraising software systems and said that DonorPerfect has "the best combination of functionality, price, and attractiveness in a number of situations." In addition to their comments, DonorPerfect received more excellent ratings in each category than any other vendor.

We're so committed to our products' integrity and client satisfaction that we've maintained a continuous A+ rating from the Better Business Bureau since we were founded.

TrustRadius surveys serve as an independent, unbiased display of DonorPerfect clients' appreciation for our products, services, and people, and DonorPerfect is ranked the highest in overall ratings and customer endorsements.

Our mobile app is also the highest rated on both the Apple Marketplace and Google Play, with thousands of downloads on both platforms.

With DonorPerfect, you can know with confidence that we will put our customers' needs first, and prioritize long-term investments in our software over short-term financial gains.

Simply put, DonorPerfect is the one fundraising software company you can trust now and into the future.

Benefits of DonorPerfect's Experience and Independence

Created and operated by members of both the nonprofit and technology communities, DonorPerfect is built with all the features you need to start, to grow, and most importantly, to succeed.

By joining the ranks of volunteers, organizers, and board members throughout our local community, we're recognized as thought leaders within the nonprofit community as a whole.

DonorPerfect is thoughtfully designed with your mission in mind, so we deliver intuitive, easy-to-use software that everyone on your team can use, from tech-savvy interns to retiree volunteers.

Because we've been offering fundraising software for over 30 years, we've been able to use that experience to be one of the first to introduce new and innovative products to the nonprofit community. We were one of the first fundraising CRMs to introduce cloud-based software in 2001 and the first to create a mobile app, which holds its place as the world's top-rated mobile fundraising app.

In the last 20 years, many venture-backed fundraising software companies have been sold and drastically raised their prices, causing their nonprofit clients to suffer. In the ever-evolving software industry, our clients can trust our promise that DonorPerfect will never sell out. Authenticity is our DNA. That's why we started making software for nonprofit industries in the first place.

We've supported our clients for the past 30 years, and we're not going anywhere. Our independence allows us to stay true to that promise. See how easy fundraising can be with software that's tailored to your organization's needs.

Embrace the future of fundraising today at donorperfect.com.

Contact Information

For questions on specific branding guidelines, please send an email to marketing@softerware.com with a subject line of “Branding Guide Questions”, or you can click here.

If you would like to speak to someone right away, please contact Sam Goldenberg, Marketing Manager at 215-542-4390.

dp