



Contact: Justin Cross, Director of Syndicated Research
Phone & Fax (888) 722-6723
info@campbellrinker.com

Release Date: October 19, 2010

Press Release

U.S. Nonprofits Recommend Top Fundraising and Donor Management Solutions

Three Products Honored with Campbell Awards

VALENCIA, CA – Three fundraising and donor management products have recently been honored with Campbell Awards for exceptional customer feedback. According to the independent polling firm Campbell Rinker, the winning solutions include DonorPerfect from SofterWare, Inc., Exceed! Basic, produced by Telosa Software, Inc., and The Raiser's Edge, developed by Blackbaud.

Award winners were those with the highest proportion of customers saying they would recommend the product to others. "Reams of consumer research affirm that a customer's willingness to recommend a product to others is one of the single best measurements of product quality," said Dirk Rinker, president of Campbell Rinker. "Over the past eight years, the Campbell Award has honored those products that truly excel in this regard. We congratulate these three companies for providing products that truly stand out!"

One interesting finding from the study is that 56% of responding nonprofits run their constituent data through analysis models to segment their target audience for marketing purposes, and 37% use third-party services for additional modeling and analysis of their donor records.

"Our purpose is to help nonprofits fulfill their passion and mission through technology", said Lou Attanasi, Blackbaud's senior vice president of products. "We are very proud that our customers have recognized our efforts to provide the technology they need to meet their fundraising goals."

The survey was conducted online during June and July of 2010 among 2,866 U.S. customers of software and online solutions used for fundraising and donor management. The poll has a margin of error of $\pm 1.8\%$ at the 95% confidence level. Questions in the survey asked about user satisfaction, pricing preferences, purchasing habits, and organizational dynamics. Eighty-eight percent of those that responded to the survey influence purchase decisions for these types of products.

"We are very proud to be a recipient of this award," said Susan Packard Orr, chief executive officer at Telosa Software. "We offer Exceed! Basic as part of our Exceed! product suite because many solutions available on the market today are too complex or too expensive, and this award reflects our commitment to providing our clients with affordable and easy-to-use software."

A summary report with additional results from the study will be available to those that request it [HERE](#). More comprehensive results from the study are available to software companies ([details](#)).

Campbell Rinker has specialized in providing market research to the nonprofit world since 1991, and is a member of the Council of American Survey Research Organizations (CASRO) and the Marketing Research Association (MRA). Questions and requests for Campbell Rinker can be sent through campbellrinker.com/contact_us.html.

-END-