Pricing Guide
Nonprofit Software
Here’s What We’ll Cover

- Pricing models
- Pricing ranges
- Unexpected costs
- Pricing by application
- Pricing of popular systems
Two Common Pricing Models

**Perpetual License**

An upfront sum for the license to own the software and use it in perpetuity. This is the more traditional model and is most common with on-premise applications.

**Subscription**

A monthly fee to use the software for a specific amount of time. Subscription pricing became popular with the advent of Software as a Service (SaaS).
Comparing Costs by Pricing Model

<table>
<thead>
<tr>
<th></th>
<th>Upfront costs</th>
<th>Recurring costs</th>
<th>Other costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perpetual License</td>
<td>HIGH</td>
<td>LOW</td>
<td>MEDIUM</td>
</tr>
<tr>
<td>Subscription</td>
<td>LOW</td>
<td>HIGH</td>
<td>LOW</td>
</tr>
</tbody>
</table>
Perpetual License Costs

Upfront costs
- Perpetual license fee
- Customizations
- Installation/setup
- Integration with existing systems

Recurring costs
- Maintenance (updates, patches & upgrades)
- Premium support services

Customization and integration costs can be significant—often as much or more than the software—if you choose to change the software substantially.
Subscription Costs

**Upfront costs**
- Customizations
- Installation/setup
- Integration with existing systems

**Recurring costs**
- Subscription fee
- Premium support services

Customization and integration costs are often less costly simply because SaaS systems have not provided as much flexibility in this area. Although that is changing as SaaS systems evolve.
Total Cost of Ownership

While a perpetual license may cost more upfront, the total cost of ownership typically converges with subscription packages over time.

Visit our Total Cost of Ownership Calculator for a more detailed estimate.
Perpetual License Price Ranges

- **Starter**: $400-$2,500/user
- **Mid-range**: $1,500-$4,000/user
- **Enterprise**: $3,500-$9,000+/user
Subscription Price Ranges

- **Starter**: $15-$100/user
- **Mid-range**: $75-$300/user
- **Enterprise**: $150-$700+/user

**Monthly fee**

**Functional breadth and depth**
Often Overlooked Costs

- **Data migration**
  While this can be done in-house, most will want to pay the vendor to transfer data.

- **Training**
  Often web-based training is included, but vendors will charge for in-person training.

- **Hardware & IT**
  This can be a major expense for on-premise software buyers that need their own servers.
Units of Pricing by Application

Constituent Management

Some vendors price their software based on the number of contacts or records in your database.

Volunteers

Volunteer management software may be priced according to your number of active volunteers.

Fundraising

Most vendors price this software based on your number of donor records or system users.
## Pricing for Popular Packages

<table>
<thead>
<tr>
<th>Product</th>
<th>Pricing Model</th>
<th>Starter</th>
<th>Mid-Range</th>
<th>Enterprise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abila Fundraising 50</td>
<td>Perpetual License Fee</td>
<td>N/A</td>
<td>N/A</td>
<td>$3,400</td>
</tr>
<tr>
<td>BasicFunder Premier</td>
<td>Perpetual License Fee</td>
<td>$399</td>
<td>N/A</td>
<td>N/A</td>
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<tr>
<td>The Databank</td>
<td>Subscription (user/month)</td>
<td>$99</td>
<td>$275-$475</td>
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</tr>
<tr>
<td>DonorPro</td>
<td>Subscription (user/month)</td>
<td>$180-$220</td>
<td>$220-$680</td>
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</tr>
<tr>
<td>eTapestry</td>
<td>Subscription (records/month)</td>
<td>$99</td>
<td>$199</td>
<td>$399</td>
</tr>
<tr>
<td>Giftworks</td>
<td>Perpetual License Fee</td>
<td>$90-$140</td>
<td>$140-$349</td>
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<td>MatchMaker FundRaising</td>
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<td>NeonCRM</td>
<td>Subscription (user/month)</td>
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<td>$149-$324</td>
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<tr>
<td>Salesforce.com</td>
<td>Subscription (user/month)</td>
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<td>$65-$125</td>
<td>$125-$300</td>
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<td>Sumac</td>
<td>Subscription (user/month)</td>
<td>$20-$45</td>
<td>$45-$70</td>
<td>$400-$425</td>
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</table>
## Pricing for Popular Packages Continued

<table>
<thead>
<tr>
<th>Product</th>
<th>Pricing Model</th>
<th>Starter</th>
<th>Mid-Range</th>
<th>Enterprise</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DonorPerfect ¹,²</strong></td>
<td>Perpetual License Fee</td>
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<td>$2,995</td>
<td>N/A</td>
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<tr>
<td></td>
<td>Subscription (user/month)</td>
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<td>$154</td>
<td>$264</td>
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<tr>
<td><strong>Exceed! ⁴,⁵,¹⁸</strong></td>
<td>Perpetual License Fee</td>
<td>$499</td>
<td>$2,095</td>
<td>$3,095</td>
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<tr>
<td></td>
<td>Subscription (user/month)</td>
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<td>N/A</td>
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<tr>
<td><strong>FundRaiser ³</strong></td>
<td>Perpetual License Fee</td>
<td>$649</td>
<td>$1,400</td>
<td>$3,800</td>
</tr>
<tr>
<td></td>
<td>Subscription (user/month)</td>
<td>$69</td>
<td>$179</td>
<td>$349</td>
</tr>
<tr>
<td><strong>The Raiser's Edge® ¹</strong></td>
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<td>$6,300</td>
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<tr>
<td></td>
<td>Subscription (user/month)</td>
<td>$99</td>
<td>$199</td>
<td>$399</td>
</tr>
<tr>
<td><strong>Serenic Navigator ⁶,⁷</strong></td>
<td>Perpetual License Fee</td>
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<tr>
<td></td>
<td>Subscription (user/month)</td>
<td>N/A</td>
<td>$588</td>
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Sources of Pricing Data

The pricing information included in this presentation was collected from the vendors' websites in January and February 2014. Software Advice is not in a position to provide detailed price quotes on behalf of these vendors, and this data should not be considered as such. The information is simply a compilation of what is publicly available online. Buyers should contact the software vendor for actual pricing. Below is a list of sources for where this information was collected:

15. http://www.z2systems.com/neoncrm/pricing
17. http://sumac.com/purchase/
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