



NONPROFIT SOFTWARE FUNCTIONALITY WORKSHEET

Thinking about moving to a new platform but don't know where to begin? As an easy first step, Firefly recommends creating an inventory of the functionality that supports your organizational priorities for digital marketing and engagement. Gather the team and use our worksheet to help figure out exactly what you need from a new software program (and what you don't).

	MUST HAVE	NICE-TO-HAVE	DON'T NEED
A/B Testing (Email Messages, Donation Forms, Etc.)			
Advocacy: Federal, State, Local, and Custom Targets			
API and Cross-Platform Integrations			
Calendar Events			
Custom Administrator Permissions			
Data Visualization and Custom Reports			
Donation Upsells (One-Time to Monthly, Conditional Gift Amounts)			
Drag and Drop Functionality (Pages, Donation Forms, Etc.)			
Ecommerce			
Email Marketing Automation			
Facebook Ads Integration			
HTML, CSS, Java, and JQuery Customization			
Integration with CRMs (Salesforce, Raiser's Edge, Etc.)			
International Languages & Currencies			
Mobile-Responsive Donation Forms			
Mobile-Responsive Email Templates			
One-Click Giving and Signing			
Password-Protected Content			
Peer-to-Peer DIY Fundraising			
Peer-to-Peer Event Fundraising (Walks, Runs, Rides)			
Performance Reporting: Campaign, Form, Email Message			