Which Tool Fits: Nonprofits

A BrightGene guide for small nonprofits tracking donors, volunteers, and deadlines in spreadsheets and inboxes.

Prices as of October 2026. Pricing can change, so check each tool's site for the latest.

Quick picks

- ★ **Starting from scratch:** Givebutter (free) for most small nonprofits.
- ★ **Mostly collecting money:** Zeffy (free) if donations and events are the main need.
- ★ **Outgrowing spreadsheets:** Little Green Light ($45/mo) for a full donor database.
- ★ **Bigger and growing:** Bloomerang, for teams with a development staff.
- ★ **Relationship-heavy, few donations:** HubSpot free, when partners, board, and volunteers matter more than gifts.

Side-by-side

Tool	Cost	Best for	Watch out for
Givebutter	Free; Plus from $29/mo (250 contacts)	Most small nonprofits starting out: donor records, giving history, tags, households, automatic thank-yous and receipts, donation pages	Free plan relies on optional donor tips; automation and tasks need Plus
Zeffy	Free	Organizations that want $0 platform cost and $0 fees on donations, events, and memberships	Donor tracking is lighter; best for collecting money, less for relationship tracking
Little Green Light	From $45/mo (up to 2,500 records)	A real donor database for organizations outgrowing spreadsheets; no contract	No free plan (30-day trial)
Bloomerang	From $125/mo, billed yearly	Larger teams with a development person who want hands-on support	Default term is 2 years
HubSpot (free)	Free; nonprofit discount only on Pro/Enterprise	Relationship-heavy work: partners, board, volunteers, newsletters	Nonprofit discount only applies to the bigger paid plans; not built for donation tracking

Free extras

- ★ **SignUpGenius:** Free tier for volunteer shifts and sign-ups.
- ★ **Google Workspace for Nonprofits:** Free email, Drive, and calendars for eligible nonprofits.
- ★ **Canva for Nonprofits:** Free premium Canva for eligible nonprofits, for flyers and social posts.
- ★ **Helpline Center Network of Care:** Keep it for referrals; organize donors, volunteers, board, and grants around it.

Questions to think about before we talk

- ★ Where do you keep donor and volunteer info today?
- ★ How do thank-you notes and receipts go out, and how fast?
- ★ How do you track grant deadlines and renewals?
- ★ What happened to contacts the last time a staff member left?
- ★ What do you use to take donations online, and what does it cost in fees?

How BrightGene fits

I'm not selling a tool. I help you pick the right one, move your spreadsheets into it, and set up the reminders and thank-yous so nothing slips. With free options like Givebutter and Zeffy, the setup is often the only real cost.

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