

E-GUIDE

eleo[®]
Online donor management software

VIRTUAL TOOLKIT

FOR NONPROFITS

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-  Available on a desktop/web browser
-  Available on a mobile device
-  Available to download through the app

The information presented in this E-Guide is intended for educational purposes only. Pricing, offerings and features are subject to change. Eleo does not profit from any of the recommended platforms.

Introduction

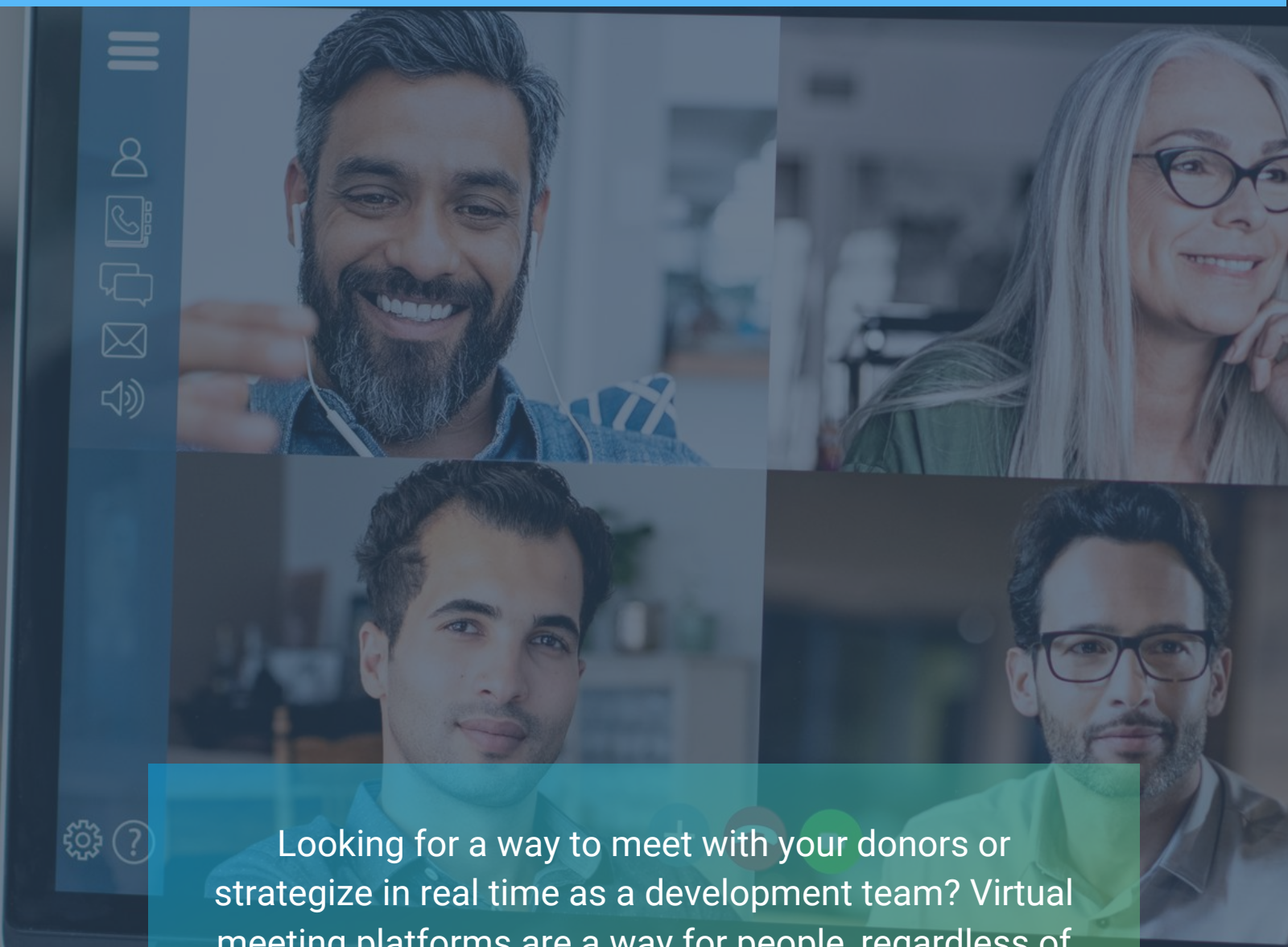


We Live In a Virtual World.

Nonprofits everywhere are learning new ways to adapt and create a lasting presence online. Teams are hosting online meetings, setting up virtual fundraising events, and are adapting to communicating with one another through a screen. With donors, nonprofits are learning that it is important, now more than ever, to try to keep and create connections, as though they were making them in person.

Adaptations need to be made, but that doesn't mean you have to learn how to make them alone! In this E-Guide, we have compiled exciting ways that your nonprofit can succeed in its mission to gain a stronger online presence. Adding these virtual tools to your nonprofit's toolbox is the perfect way to ensure you can keep doing what you love: help others!

VIRTUAL MEETING PLATFORMS



Looking for a way to meet with your donors or strategize in real time as a development team? Virtual meeting platforms are a way for people, regardless of location, to meet online through video, call or messaging. In this section, we'll introduce a few video conferencing platforms that fit the needs of small nonprofits. Learn the tips and tricks of implementing virtual meeting experiences across donor prospecting, online events, and other development strategies.

Virtual Meeting Platforms

Google Hangout



Google Hangouts is a free, virtual “quick chat” meeting platform that you can access if you have a G Suite account. It’s easy-to-use, requires very little set-up and is extremely reliable. With Google Hangouts, you can make quick, seamless calls with other Google Hangout users. Whether you need to meet with your board or an inquisitive donor, Google Hangouts is an excellent video call option for small nonprofits on a budget. You can also use this casual hangout format to meet with your team or vet volunteers.

TIP:

A G Suite account is created by the user and allows access to Gmail, Google Photos, Google Drive, and other helpful Google Applications.

Calls and chats on this platform are free, but you can also get discount pricing on all G Suite Applications, as a nonprofit organization.

LEARN MORE

Zoom



Zoom is an incredibly comprehensive virtual meeting tool. It is what we describe as a fully featured video conferencing platform. With Zoom, you can host or attend meetings, develop webinars, share your screen, and more. Additionally, it has unique features - such as: the ability to create audience polls, the capability to pull attendance reports, the opportunity to host Q&As, and even provides the creative option of screen annotation.

Because Zoom allows for large scale format, it's a great choice for hosting a virtual fundraising event. You can easily invite donors, create branded screen backgrounds, allow speaking capabilities across attendees, and more. Anyone in your organization can easily start or attend a Zoom meeting by using their desktop webcam. However, for those on the go, you can also call in by phone.

For nonprofits, Zoom is most attractive for its professionalism and security. The user interface and experience is very well done and easy to navigate; and, your donors will log on knowing their information is safe and secure. There are multiple versions of Zoom available. The free version allows for unlimited meetings with a 40-minute time limit. The paid versions of Zoom are catered to your needs and generally maintain a reasonable price point; reach out to their team directly for a quote.

GET STARTED

SOCIAL MEDIA PLATFORMS

At a distance, social media platforms can seem interchangeable - post content, gain followers, repeat. Surprisingly however, social media accounts are far from simple or synonymous. Twitter, Facebook, Instagram, and other platforms each provide a different audience to engage. Each account will require its own unique strategy. Together we'll walk through who uses these platforms, how to create optimal content on each, and which are most important to help your small nonprofit garner a larger social presence.

Social Media Platforms

Facebook



Facebook is a great way for your nonprofit to connect with donors, volunteers, board members, other nonprofits in your community, as well as their network of supporters. Facebook also allows for reciprocal engagement - you post content, and your supporters can respond. Your audience can follow, like, dislike, comment on, and share your posts.

Facebook is a social media platform that is used by people of all ages, all over the world. However, it is necessary to note - a majority of Facebook's users are aged 35 and up. When distributing content on Facebook, it is important that your nonprofit targets the Millennial + sector. Ask yourself what these generations care about, how they see the world, the ways they prefer to give, etc. You should be able to pull these metrics from your donor management software.

LEARN HOW TO SET UP A FACEBOOK PAGE



If you already have a nonprofit Facebook Page, let's dive a bit deeper into using it effectively through Facebook Ads, Facebook Groups and Facebook Live:



Facebook Ads

Facebook Ads are paid content that appear directly in your Facebook feed or within the right hand side bar. These Ads allow your nonprofit to promote not only your mission, but giving drives, annual events, etc. Facebook Ads allow you to choose how much you want to spend per ad, what audience you want to reach, what you want to advertise, etc.

Facebook helps you set up a campaign tailored to your goals, and with Ad Manager (a Facebook tool that can help build your ads and campaigns) you can keep track of how your ads are doing once they are posted, and make adjustments for the future.

How to Create a Facebook Ad

1. **Select a Campaign Objective** - that coincides with your nonprofit's goals
2. **Create an Ad Account** - this will vary dependent upon your advertising frequency.
[Click Here for further explanation.](#)
3. **Create a Target Audience** - based on location, demographics, connections
4. **Set a Budget.** How much do you want to spend on your ad and for how long?
5. **Choose what you want to advertise!** Whether it is a post on your page, video you want to upload, or image you created, it's up to you!

[Click Here to learn the details through Facebook](#)



Facebook Groups

Facebook Groups are virtual communities that can be created by your Facebook Page using the “create group” feature. You can use Facebook Groups to create communities for:

- Specific donors to receive exclusive updates, benefits and information
- Support groups in and outside of your organization to come together to brainstorm ideas on events and how to fundraise
- Socializing with donors on a more personal level, creating stronger, positive relationships
- Coordinating virtual volunteer activities in a small group setting
- Asking polling questions and gathering feedback from your supporters

LEARN HOW TO SET UP A FACEBOOK GROUP



Facebook Live

Facebook can dramatically enhance your fundraising through its live video feature called, “Facebook Live.” Facebook Live allows you to live stream your current setting - fundraising events, day-to-day office activities, volunteers in action, etc. It makes your nonprofit particularly accessible and allows for your donors and prospective supporters to “see the real you.”

Facebook is launching a series of FREE digital marketing education courses! This program will help teach those with little to no presence on Facebook on how to market in this growing virtual world. These videos will be [posted to the new "summer of support" mini site](#)



LEARN MORE ABOUT
FACEBOOK FOR NONPROFITS HERE

Instagram



If your nonprofit has photos, videos, and graphics it would like to showcase, as well as connect with a younger donation pool, Instagram is the platform for you! Similar to Facebook, your profile can be viewed by your followers and their network. Anyone can like, comment and share your posts to their own accounts, which can increase your following and improve your donor retention rate.

You can also learn more about your followers through Instagram’s insights tool. Just as Facebook has advertising, you can expand your reach by using the promotion tool on Instagram to share your most liked posts so they appear on users’ search pages. These posts will encourage followers to view and click links in your profile that send them to donate directly to your organization’s website.



Instagram Live

Instagram also gives you the option to create an Instagram "Live" that is similar to Facebook Live. Here, you can interact with your followers by live streaming, responding to their comments and answering questions.

Video content significantly boosts engagement amongst users thereby getting more people to your page and increasing the likelihood that they will donate!

CLICK HERE TO LEARN MORE

LinkedIn



LinkedIn prides itself on being a professional platform to help job seekers find the employment they are looking for, while simultaneously motivating recruiters and companies to hire the right people. You can post, share, react and engage with your own content, and others in your community. So, where do nonprofits fit in?

Building both personal and professional relationships with donors is crucial to retention. By cultivating a presence on LinkedIn, you showcase that you not only develop intimate relationships, but also possess business acumen. You can promote your financial health, your budgeting strategies, and other financial aspects of your organization.

Whereas platforms like Facebook and Instagram focus on friendship and solidarity, LinkedIn for nonprofits is purely about exemplifying professional proficiency. Industry insights, nonprofit trends, financial well being updates, and staff changes are all great examples of what can be shared via LinkedIn.

LinkedIn is free; however, they do have premium plans available, if you are interested in expanded functionality.

LinkedIn For Nonprofits offers up to a 50% discount on Talent, Learning, Fundraising, and Marketing Solutions. [Click Here to Learn More.](#)

CLICK HERE TO START NETWORKING

Twitter



Whereas Facebook is riddled with controversy surrounding news reporting and accuracy, Twitter is viewed in a different light. 71% of Twitter users report the platform as their legitimate news source.

While this is beneficial on a large scale, as a nonprofit, it’s important to weigh the benefit of Twitter for your particular cause. What is your message? Does it make sense in a short format? Most Twitter users are male, and the majority of users are millennials. Before diving deeply into this platform, use your donor management system to determine if your audience aligns.

That said, if the speed of your messaging is of particular importance, Twitter should be your platform of choice. In 280 characters you can quickly and succinctly update your followers. Let your supporters know the real time status of a fundraising event; give individual volunteers a quick shout out; send alerts about new website changes; tweet out a fundraising accomplishment.

Also, be sure to “retweet.” In other words, re-share other organizational or individual tweets that align with your cause or praise your mission. Because Twitter is so fast paced with tweeting and retweeting, it is one of those platforms that can inadvertently take up a lot of time. As a nonprofit team, coordinating who is responsible for Twitter and when you want to use it is paramount.

TO GET STARTED ON TWITTER CLICK HERE



What are Hashtags?

Your nonprofit can also help others learn more through hashtags. Hashtags, written with a “#” symbol, are commonly used on Twitter to identify topics and subjects in a tweet (post). These hashtags make it easier for users on Twitter to search and follow subjects that they care about.

For example, if someone is looking for a nonprofit to donate to, they will search #virtualfundraiser. If your nonprofit wants to appear in that user’s search (and potentially gain a new donor!), then you would use #virtualfundraiser on tweets related to your next virtual fundraising event.

[To learn more about hashtags Click Here](#)



GRAPHIC DESIGN PLATFORMS

Is your nonprofit branding outdated? No judgment; it happens! Platforms like Canva and Easil are graphic design softwares that allow your nonprofit branding to evolve without paying an arm and a leg. Update your logos, create modern social media posts and design stylish deliverables, all within a user-friendly, free platform.

Graphic Design Platforms

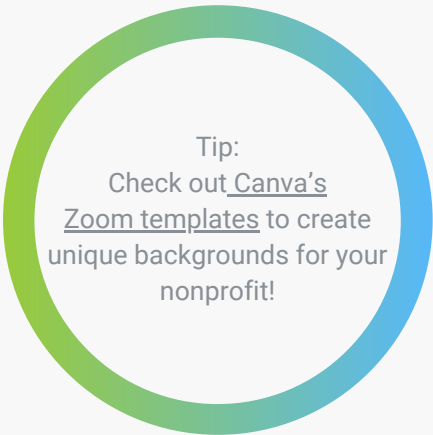
Canva



Canva is a game changer for small nonprofits. As one of the most important and versatile tools in a virtual world, Canva offers nonprofits a huge leg up in graphic design, without a hefty price tag. As an incredibly user-friendly graphic design platform, it allows virtually anyone, with or without design experience, to create attractive and professional deliverables. From newsletters, to social media posts, to thank-you cards and more, Canva helps you create content that is modern and on-brand.

Canva provides ready made templates and numerous stock photos that can help you feel more confident in your graphic design skills. You are even able to select preset dimensions for Instagram posts, Facebook headers, brochures and more. Once your design is complete, you can download it as various file types such as PDF, JPEG, PNG, and even video formats for designs with animation. Canva also offers a [free version to nonprofits!](#)

If you'd like to dive even deeper into graphic design for your nonprofit, make sure to check out the "learn" tab on your Canva homepage. Here is where you go to virtual design school for free! You have access to courses for beginners and tutorials for specific marketing applications (such as branding and presenting). Canva will help you keep track of what courses you have mastered, and how many more classes you need to take to reach your goals.



CLICK HERE TO LEARN MORE



Easil



Easil is another graphic design tool available to nonprofits. Easil provides ready made templates, as well as the option to create designs from scratch. A feature that sets Easil apart is called 'layering'. Layering allows you to stack different elements, photos, and texts to create a professional, complex design that is actually incredibly easy to make!

To make designing easier, you can upload a logo or image and add it to your favorites list. This allows these images to be readily accessible, at any time. If you need more help with your designs, [Easil has a blog where you can get inspiration](#) each month, as well as instructional tips. Check out more for their free and paid version features.

LEARN MORE



MARKETING PLATFORMS

Marketing strategies can be tough to manage as a small nonprofit. Whether it's email outreach, or written content - the wide array of marketing subject matter can feel overwhelming. In an effort to quell any unease, Eleo narrowed down 3 of the most popular, easy-to-use marketing tools. These platforms will organize your marketing materials into specific buckets, and allow you to post, send, share, and analyze with ease.

Marketing Platforms

Constant Contact



Constant Contact offers a one-stop-shop in terms of mailing list organization and management. Gather open rates, determine bounces and schedule emails in the future, all to better serve your supporters. Its user friendliness is second to none and, to save you stress, they offer customizable templates!

Worried about it being too much work? Using their quick drag and drop tool, you can easily include ‘Donate Now’ buttons, ‘Register for the Event’ calls-to-action, social media plugs and more. Don’t have time to reply to all your emails? Constant Contact will even respond to emails for you with their auto-reply feature, so you never miss out on a potential donor. Worried about an integration with your donor management software? Eleo integrates with Constant Contact to ensure you create contact lists and track mailing recipients effectively.

Constant Contact allows you to try out their software at no cost. It is a paid subscription following the free trial. However, they offer up to 30% off for nonprofits.

START EMAILING WITH CONSTANT CONTACT



Did you know?
Campaigns using segmented lists can result in a more than 750% increase in revenue!

MailChimp



Simply put - MailChimp makes emailing easy. You are able to seamlessly import email lists, view the open rates, gather data on response rates, and truly gauge the effectiveness of your email campaigns. Not only that, but their email templates are modern and incredibly fun. MailChimp receives high marks across the most reputable review sites and outranks other similar softwares across almost every category.

MailChimp offers both free and paid versions of their service. It’s important to note, that the free version only allows you to store a single audience in your account. However, for their paid versions, a 15% discount is available for nonprofits.

MailChimp is another email marketing platform that is simple yet incredibly powerful. While similar to Constant Contact, it has its own unique traits. It is important to trial both softwares to determine which option is right for your nonprofit.

START EMAILING WITH MAILCHIMP



Writing emails? Try Grammarly.

One of the easiest ways to turn away a potential donor or volunteer is with bad grammar. You can install Grammarly as an add-on to your web browser and it will automatically scan your emails, messages, and any writing you complete in your browser, to make grammar adjustments. Whether it be a spelling mistake or offering an alternate way a sentence could be phrased, Grammarly will catch it and give you a suggestion. Grammarly offers a free trial as well as the paid version for free for NGOs.

[Get Started at www.grammarly.com](http://www.grammarly.com)

Hootsuite



Juggling multiple social media accounts is a necessary evil, especially for small nonprofits. Social media engages supporters, promotes your mission, and allows you to analyze what works and what doesn't. However, managing all platforms at once is a lot.

As everything moves online and the world becomes even more heavily dependent upon a virtual experience, your nonprofit needs a place to organize. Hootsuite brings it all to one place. Their publishing tools allow you to write and preview all your social media posts, across platforms.


One of the most useful parts of Hootsuite is their scheduler. You are able to schedule postings (across Facebook, Twitter, Instagram, and others) in advance. You can also track analytics from the posts in Hootsuite and compare how each post is doing on different platforms. This alleviates a lot of the headache that can go into social media management.

Hootsuite offers a free version as well as a 50% off discount for nonprofits.

START SCHEDULING WITH HOOTSUITE



ANALYTICS PLATFORMS



In our ever-evolving virtual world, we have an extraordinary amount of data at our fingertips. The trick is learning how to harness that information and put it to work. Although analytics can be daunting, understanding the basics of popular platforms like Google Analytics and Facebook Analytics can be extremely helpful for growing and maintaining your nonprofit. You are able to track potential donors, learn which content they gravitate towards, when they go on your website, and more.

Analytics Platforms

Google Analytics



We recognize that the words ‘Google Analytics’ could make you run for the hills. Let’s see if we can help.

Google Analytics is one of the most powerful tools in your toolbox. And, while initially intimidating, it can really give you a leg up in engaging your donors. The best part - it’s free!

After linking your website to Google Analytics, it allows you to see all sorts of data about the traffic coming to your site. This data is crucial for any nonprofit as it allows you to know where your visitors are coming from (geographically), who your visitors are (demographically), and what they do on your site (user behavior). When these statistics are compared month to month or even week to week, your team can evaluate which online strategies are working and which need some improvement.

LEARN MORE ABOUT GOOGLE ANALYTICS



It’s best to start at the beginning - [Click here to watch an introductory tutorial](#)

Statista



Statista is a data platform. Within the program, you are able to research trending topics in the nonprofit sector. It’s importance? Statistics helps your audience retain information and put things into perspective for people who aren’t familiar with what you do.

Statista offers millions of market and consumer data sets. Pull statistics, gather facts and utilize hard data to showcase to donors the real world impact of your cause. The information can be delivered via their internal information packets or exported to XLS, PDF, and PNG.

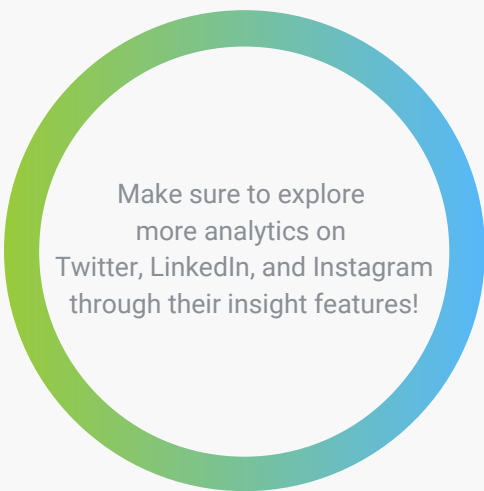
LEARN MORE ABOUT STATISTA



Facebook Analytics



Facebook Analytics are the “insight” tool that can be found at the top of your nonprofit’s Facebook Page. Here, Facebook has compiled information related to how many people interact with your posts and page, such as:



- How many likes you receive and on what types of posts receive the highest response.
- How many people viewed and interacted with your posts.
- How many people visit and interact with your page (such as what links or sections they click on).
- Who is engaging with your content. When are they on Facebook? Where do they live? What is their age? As well as other relevant demographics.

You can easily export any Insights, whether page views or donation related, using Facebook Fundraising Insights. From your Facebook Page, pull an excel document using the “export data” feature on the top right corner of the insights tool.

↳ Within Eleo, you can then upload this data using the “Basic Gift Import Template” (found in Settings→ Import Tool→ Import Data). Go to the “Help Guide” on the “Import Data” page for step-by-step instructions.

Facebook Analytics can seem intimidating at first, but as you keep exploring the collected data and creating goals for your social media posts, it will be your favorite tool in the kit!

CLICK HERE TO LEARN MORE ABOUT FACEBOOK ANALYTICS



TEAM ORGANIZATION

As a small nonprofit working in a virtual world, it may feel overwhelming keeping your team on the same page. This collection of team organization tools can help. Whether you need seamless communication or coordinated task organization, the hand picked platforms shown below incorporate into your work style effortlessly.

Team Organization

Google Calendar



There has been a recent uptick in calendar/organizational software - Monday, Acuity, Asana - to name a few. That said, as a small nonprofit, you probably want something straight forward, easily accessible, and free.

We refer to Google Calendar as the ultimate “calendar hub.” From meetings and events, to individualized responsibilities and reminders, Google Calendar is robust but easy-to-use. Also, with the ability to create multiple calendars, it can be adopted by everyone in your nonprofit to keep personal as well as business responsibilities in order.

Google Calendar, as well as other platforms within G Suite, are available to you at no cost.

LEARN MORE ABOUT GOOGLE CALENDAR



WhatsApp



WhatsApp is a messaging app that allows users to make phone calls, send texts and share video, separate from your standard texting platform. This can be helpful for nonprofits who need to maintain communications with donors, volunteers, and team members, but would prefer to do so away from their personal conversations.

The service is completely free and easy-to-use. WhatsApp is also perfect for any organization that has a priority for privacy, as WhatsApp automatically encrypts all messages.

Most importantly, it can be downloaded to almost any phone or computer. For example, it works on both Android and iPhone. This allows individuals and groups, on different phone providers, to maintain seamless communication. By downloading the app on your mobile device, laptop or desktop computer, you can easily call/text/video chat your nonprofit team, potential donors, volunteers or any other constituents.

WhatsApp works wherever there is an internet connection and even syncs your communications across your phone and desktop. This provides it's users a smooth transition across devices.

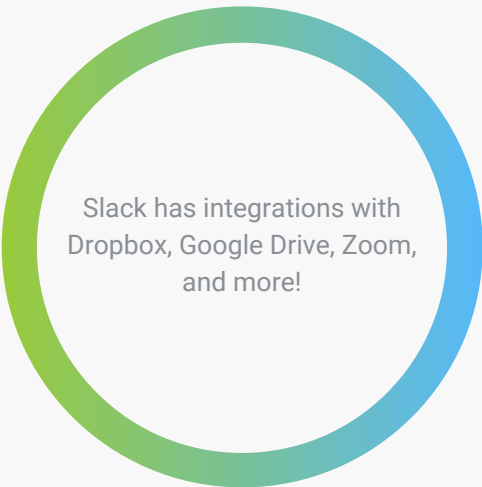
GET STARTED WITH WHATSAPP





In Slack, you can create different communication channels based on teams and current projects. These channels allow everyone to chat, set reminders, pin important messages and more.

One of the most handy tools Slack offers is that you can pin important messages and set reminders in each channel. For example, let's say your marketing team is planning on having a Zoom meeting to discuss what will be in next month's nonprofit newsletter. The link for the Zoom meeting is sent out at the beginning of the work day and pinned so it can be easily found in the channel, but you have the opportunity to have Slack “set a reminder” a half hour before the meeting, so you won't miss it!




Slack has even more helpful features, such as the ability to upload and share important files, start video calls, send messages, and share your screen so everyone is in the loop.

To get started, you can download the free version or check out their payment plans and receive up to 85% off as a nonprofit!

LEARN MORE ABOUT SLACK



PAYMENT PROCESSING PLATFORMS

A hand is holding a blue credit card over a smartphone. The credit card has the text "Credit Card" and "Business" on it. The card number is 1111 2222 3333 4444. The expiration date is 11/23. The cardholder's name is partially visible as "CARDHOLDER NAME". In the background, there are some coins on a surface.

Does your nonprofit collect donations online? Then having a payment processor is a must. A payment processor is a company that facilitates financial transactions. By signing up, you are able to have online donation pages, event registration forms, and more. While many payment platforms function similarly, the small differences can add up. We'll explore the fees, the ease-of-use, the features, and the integration options on the payment solutions that we view as the best in the bizz.

Payment Processing Platforms

Stripe.com



Stripe is a popular payment processing solution. Because of this, they integrate with a number of donor management platforms, including Eleo. It gets high marks for usability and reporting. Their interface is clean and the setup process is seamless. Stripe is known for staying ahead of the curve with improvements and is particularly historied and reliable.

Stripe also allows for payments online and in person - which diversifies your nonprofit’s giving streams. Whenever nonprofits are tasked with selecting a payment processor, it is important to understand their fee structure. Stripe sets themselves apart by only charging the standard nonprofit rate of 2.2% and 30 cents on the transaction.

VISIT WEBSITE



Braintree Payments



If your nonprofit is already using PayPal as a primary payment processing service, then its sister company Braintree is a good company to check out. Braintree allows you to sync with your current PayPal account and process donor transactions via PayPal, seamlessly.


Braintree’s integration with Eleo Donor Management Software allows all of your donor information to automatically enter back into your Eleo database. So, your online donation pages and event registration forms send not only financial information, but also constituent data, back into Eleo.

VISIT WEBSITE



Stripe & Braintree have the same processing fees (2.2% and 30 cents on the transaction).

WEBSITE DESIGN PLATFORMS



In a largely virtual world, having a modern, easy-to-use website is critical. However, we recognize that website re-design usually means spending a lot of money. It was therefore important to find website design tools that small nonprofits can actually take advantage of, without breaking the bank. Whether you want to create your own website or have an outside service manage it, there's a tool for you.

Website Design

No matter your level of tech experience, there is a website design service that can help suit your nonprofit’s needs. We’ll start with website builders that offer the most user friendly experience in terms of website design and maintenance, and work our way up to the more tech savvy services.

Elevation Web Design

Elevation Web Design is a one-stop shop in terms of website development. This company is dedicated to serving nonprofits and meeting their needs. They have designed sites for The YMCA, LGBT Network, Communities in Schools, and more.

Not only do they primarily serve nonprofits, they have a great Corporate Social Responsibility (CSR) initiative called the ‘1 For 1 Match’. Under this initiative, Elevation Group states that, “For each dollar your nonprofit spends on web design, copywriting, marketing, and other graphic design work, we will match that dollar with one of our own.”

As far as the process of creating websites for their clients, they take an in-depth approach. They research what your nonprofit needs and tailor the website accordingly. Even after your website launches, a service rep continues to monitor your site in case you need any edits or help.


GET STARTED WITH ELEVATION WEB DESIGN 

Wix + Squarespace

These two website builders are very similar, so we decided to cluster them together. Each platform took what was once a daunting task (a website rebrand) and turned it into a project that requires only a few hours. With pre-built templates, simple plugins, and other features focused specifically on ease-of-use, Wix and Squarespace allow someone who is not tech savvy to develop a beautifully branded website.

Wix and Squarespace both offer a free trial, as well as reasonable pricing tiers thereafter. We recommend exploring both platforms, to determine which is a better fit for you.

GET STARTED WITH WIX 

GET STARTED WITH SQUARESPACE 

Wordpress

On the more technical side of the website development spectrum lies Wordpress (we are discussing wordpress.org NOT wordpress.com). Wordpress.org is not a stereotypical website builder, but instead a Content Management System. Wordpress is incredibly powerful, but comes with a very steep learning curve. Further, Wordpress is a software that you download to your browser, not a subscription you sign up for.

However, it offers more customization than any of the aforementioned platforms and provides an essentially unlimited array of plugin features. Because the platform is open source, you have access to any plugin that’s developed. This can be particularly helpful to nonprofits who need a wide variety of website engagement features.

Wordpress itself is completely free; but, costs come from purchasing hosting platforms, plugins and themes on the Wordpress store.

GET STARTED WITH WORDPRESS 

Conclusion

As nonprofits continue to learn and grow in a virtual world, it's important to feel supported. Through this guide, we hoped to highlight software that has nonprofit interests at heart. With special rates, no cost options, and user friendly interfaces, the platforms showcased in this E-Guide should provide the jumping off point to mastering your nonprofit's online presence. Whether it's designing a fresh Facebook Page, learning how to analyze your website traffic, or implementing new communication channels amongst your team, we hope that you always continue to learn and grow. Cheers!



Need Donor Management Software?
See page 27 for more information.



Move your nonprofit online with Eleo.



Eleo Donor Management Software can play an important role in moving your nonprofit forward virtually. With Eleo's features and integrations, your database can become your hub for tracking your team's tasks, donor communication, gifts, and much more.

Also, Eleo gives you the tools to continue fundraising online with branded donation pages and online event registration forms. Our software is top-rated in usability and includes live support, so you can put your energy where it matters most.

[WATCH DEMO](#)

ELEO INTEGRATIONS



[SEE ALL](#)