CRM Requirement Checklist

HOW YOU CAN USE THIS DOCUMENT:

This document has been put together to help you when doing potential vendor due diligence. It sets out a variety of key questions that vendors should be able to answer or provide additional information on.

1. *Follow the process detailed in the accompanying whitepaper, "How to Choose a Fundraising CRM"*
2. *Read through requirements in each section below*
3. *Remove any requirements that are not relevant to you*
4. *Look out for* ***blue highlights.*** *These indicate areas that you can tailor to be specific to your organisation*
5. *Send this document to potential vendors and use this to help your decision making process*

Contents

1. Company

#	REQUIREMENT	VENDOR RESPONSE
	The supplier must be financially stable; please provide information about turnover and ownership	
	The chosen supplier must have significant experience in the non- profit sector, including a portfolio of **<insert sector>** customers	
	The supplier must demonstrate considerable continuous investment in research and development towards its charity customer portfolio. Please state your R&D investment	
	The supplier must be able to demonstrate expertise in the **<insert sector>** sector for delivering an implementation project through services, including data conversion	
	Online resources must be available to facilitate learning of all aspects of the solution	
	An active community and network of existing users of the solution must exist. Please set out detail of online forums, user groups and events	

2. General

#	REQUIREMENT	VENDOR RESPONSE
	The solution must be cloud based	
	Complete disaster recovery and business continuity should be the responsibility of the supplier	
	The system should be accessible via mobile/ tablet with customisable layouts designed to enable 'on the go' usage	
	Unlimited user licences should be included to enable expansion to other departments as desired	
	Flexible security model to enable the protection of sensitive data, while extending access to new users across the organisation	
	Technical support should be available within the operating hours of the organisation	
	Evidence of a continually evolving system that keeps pace with legislation and **<insert sector>** industry specific requirements	

3. Integration

#	REQUIREMENT	VENDOR RESPONSE
	Open APIs/web services using industry standard protocols should be available to allow for the creation of deep, automated integrations with other systems in use at the organisation	
	The system should allow for data to be sent to the charity finance system, so that it does not need to be re-entered manually, including post to general ledger functionality to ensure changes are appropriately managed as adjustments	
	The solution should provide an advanced import/export tool to allow for templated import of data from 3rd party systems, complete with advanced de-duplication and data transformation capabilities	
	The systems supplier should be able to provide integration services directly, where desired, without recourse to a third-party integrator	
	There should be a network of technology partners providing integrated solutions that build on the core functionality of the CRM	
	A social scoring and social listening integration would be advantageous	
	Evidence of a continually evolving system that keeps pace with legislation and **<insert sector>** industry specific requirements	

4. General Data Management

#	REQUIREMENT	VENDOR RESPONSE
	Duplicate checks should be made when importing records and adding records manually. Fields checked should include ID, name, address, email address and ideally date of birth	
	The system should allow for the merging of records on an individual basis	
	Ability to conduct bulk merging via database functionality	
	Ability to add, edit or remove data to and/or from records in bulk	
	Ability to change or amend existing data via imports, including data transformation and cleaning	
	Ability to export data per pre-defined templates/definitions that facilitate a specified number of one-to-many values being exported on a single row	
	Ability to control that certain data be required fields	

5. General Contact Management

#	REQUIREMENT	VENDOR RESPONSE
	The system should allow all aspects of recording and maintaining constituent records whether a person or organisation	
	This should include (please confirm for each): • Details of contact (gender, titles, alternative names, date of birth, date of death etc.) • Contact (address, phone and email management) including recording primary options • Segment and Supporter Role management • Education details • Relationships • Supporter source • Legacy management • Updating a supporter's status (i.e. deceased or gone way etc.) • Managing consents and communication preferences (e.g. to code Opt-ins and Opt-outs accordingly) • Recording of interests • First, latest and greatest gifts	
	The system should provide a single view of a supporter or organisation without the need to drill down and find relevant data	
	The single view should be configurable based on user role and ideally device	
	It should be possible to score individuals based on their engagement with the organisation, e.g. based on donations, event attendance, commitments to volunteering, etc.	

6. Online Payments

#	REQUIREMENT	VENDOR RESPONSE
	The solution must provide a complete end-to-end card payment solution and allow for payments to be made and authenticated securely both offline and online	
	The system must enable the organisation to offer the ability for supporters to make donations, pay and register for events or purchase memberships online.	
	Each of credit/debit cards, Direct Debits, and pledge for payment later should be supported through applicable forms	
	All such forms must be mobile-responsive and adopt the charity's mandated styling/brand guidelines	
	Automated 'thanking and banking' for online payments – including an immediate email confirmation to the donor, event registrant or member, tailored to their action	
	Payments must be secure and fully PCI-DSS compliant per the latest standards	
	Online payments should be fully integrated with the CRM and include duplicate matching and creation of new constituents where appropriate	
	Secure offline payments should also be possible within, or integrated with, the CRM	

7. Online Integration / Portal

#	REQUIREMENT	VENDOR RESPONSE
	Profile management to allow supporters to update personal details online behind a secure login	
	Consent and preferences management to allow supporters to provide and update these online	
	Searchable calendar of events with online registration capability	
	Ability to create and publish surveys to gather general or specific feedback from supporters	
	Full CMS to publish tailored content and blogs to registered supporters	
	Social Sign On for easy access to the portal through Twitter, Facebook etc.	

8. Donation Management

#	REQUIREMENT	VENDOR RESPONSE
	End-to-end gift recording and management to support complex giving programs including: • Credit/Debit Cards • Cash gifts • Pledges • Recurring gifts • Legacies • Planned Gifts • Memberships • Stock, property and gifts-in-kind	
	Regular giving through pledges and recurring gifts should support Direct Debits, Standing Orders and Credit/Debit Card gift payments	
	Ability to configure hierarchical campaign, fund and appeal structure for gift designation linked to donation, and individuals/organisations	
	Allow a single gift to be designated to multiple campaigns or funds	
	Allow a gift to be 'soft credited' to another constituent	
	Support for matching gifts (e.g. from companies)	
	The solution should include end-to-end Direct Debit processing capabilities including the generation of instructions, EFT capabilities and rejection code handling	
	It should be possible to record pledge gifts and schedules with a workflow for flagging up overdue payments	
	Management of supporter's links with a bank as part of their financial relationship records	
	Batch entry of gifts and other revenue when processing data in bulk	

8. Donation Management

#	REQUIREMENT	VENDOR RESPONSE
	Full suite of revenue reports, including for New Funds Secured and Cash Received, recognising the key distinction between the two reporting types	

9. Prospect Management

#	REQUIREMENT	VENDOR RESPONSE
	Ability to record a full set of prospect management data (subject to applicable Privacy Notices and other compliance requirements) including: • Prospect Classification • Net wealth, annual income, personal property, etc. • Philanthropic contributions to other organisations • Philanthropic interests	
	Advanced workflow for managing philanthropic prospects (high-net-worth individuals, corporations, trusts and foundations) facilitating all steps of the fundraising cultivation and solicitation process	
	Ability to assign multiple fundraisers to a single prospect and/or proposal	
	Customisable prospect and proposal statuses with automated warning when stalled	
	Fully proposal management functionality with supporting workflow including storing asked, expected and funded amounts and dates	
	Ability to link proposals to specific campaigns, funds and appeals	
	Ability to manage planned and legacy gifts from major donors across multiple funds	
	Moves management approach to processing both prospects and proposals	
	Out-of-the-box, customisable, reports and dashboards for managing fundraising pipeline and performance including: • Asked vs Expected vs Funded • Opportunities by campaign, fund and appeal • Projection accuracy • Opportunities by fundraiser and status	

10. Supporter Management

#	REQUIREMENT	VENDOR RESPONSE
	Distinction between individual and organisation record types with tailored functionality for each type	
	User defined constituency codes for organisation and individual records e.g. Mentor, Event Speaker, CEO etc.	
	Ability to record day-to-day interactions with supporters and organisations including high touch (meeting, phone call) and low touch (email, mail, general task) activities	
	Capability to store data generated in online supporter portal, e.g. date joined, last logged in, messages sent etc.	
	Media area for storing of documents / research related to an individual or organisation	
	Ability to record supporter interests	
	The system should prompt users to carry out tasks, e.g. in response to an event registration	
	Ability to store multiple addresses for any given individual including seasonal addresses which are automatically reflected during communications	
	Ability to record past and current employment including details such as position and salary	
	Ability to map complex relationships between records, e.g. spouse, colleague, employer/ employee, education institutions etc.	
	Ability to record primary education details including Subject, Department, Class of degree, Start date, Graduation/completion date and Campus	
	Ability to record secondary and tertiary education details, including for other institutions	
	User definable custom fields	

11. Event Management

#	REQUIREMENT	VENDOR RESPONSE
End-to-end event management which includes:		
	The ability to record core event details, e.g. venue, capacity, dates, event coordinators etc.	
	Set up multiple ticket types for the same event, e.g. individual, couple, group, paid, free, etc.	
	Ability to record event expenses against items and suppliers	
	Ability to store event participants with related information such as Awards, guests, travel information, dietary and mobility requirements etc.	
	It must be possible to create tasks related to the event	
	It should be possible to create job assignments for events and automatically match these to available volunteers	
	Ability to create full seating plans for registered attendees at formal events	
	Full event attendance history logged against the individual/organisation record	
	Integrated tool to allow for online booking and payment (where appropriate) of events with automated ‘thanking and banking’	
	Event management functionality must be supported by a full set of out-of-the-box event-specific reports	
	Day of event app to allow staff to register people as they arrive to an event on the day is advantageous	

12. Volunteer Management

#	REQUIREMENT	VENDOR RESPONSE
End-to-end volunteer management which includes:		
	Ability to record core volunteer details, e.g. volunteer type, start and end date, availability, qualifications etc.	
	Capability to match an individual based on availability, interests and qualifications with opportunities to volunteer/mentor	
	Ability to record job assignments and time sheets	
	Functionality to recognise and reward volunteers based on their contributions, e.g. consecutive years of volunteering	
	Ability to create volunteer on-boarding processes for new volunteers	
	Ability to assign financial values to non-financial volunteering activities if desired	
	Volunteer management functionality must be supported by a full set of out-of-the-box volunteer specific reports	

13. Query and Reporting

#	REQUIREMENT	VENDOR RESPONSE
	The system must provide built-in reports (including KPIs) but should also have the ability for users to customise reports using any criteria	
	The reporting library should contain industry standard reports relating to: • Expecting and secured income • Gift Aid • Memberships • Volunteers • Campaigns, fund and appeals • Actions • Event management • Demographics and statistics • Analytical reports, e.g. LYBUNT/SYBUNT	
	It should be possible to export reports in Excel, csv, pdf, html etc.	
	Ability to configure and automatically send (e.g. on a weekly basis) board-room ready reports relating to: • Campaign, fund and appeal performance • Donor retention and acquisition • Open opportunities • Actions	
	Pre-built, customisable reports relating to supporter engagement activity including; Reporting on supporter interactions, volunteering hours, event attendees etc.	
	Integrated business intelligence tools to graphically present information to the user and allow navigation through the data and drill-downs to specific information	
	Ability to create, save and share constituent lists based on simple criteria such as course details, willingness to volunteer, interests, physical location etc.	

13. Query and Reporting

#	REQUIREMENT	VENDOR RESPONSE
	Highly-flexible query tool to interrogate granular data, including non-transactional data; every field should be queryable within the system as standard, without any technical (SQL) expertise required	
	Ability to query across multiple records, e.g. constituents with a specific degree, willingness to mentor, attended an event last year, has given a major donation etc.	
	Queries should be usable as the base of other database functions such as reports, segments, mailings and exports	
	Geo-mapping capability to group and visually plot constituents based on their physical location	
	Ability to query based on biographical and usage data from online activities (i.e. via email and payment forms)	
	Drag-and-drop report builder is advantageous to allow non- technical users to create customised dashboards related to constituent engagement and fundraising	

14. Marketing and Communications

#	REQUIREMENT	VENDOR RESPONSE
	All communications need to be recorded whether incoming or outgoing via post, telephone or email including: • Individual emails (both incoming and outgoing) • Individual written correspondence (both incoming and outgoing), e.g. including write a letter and acknowledgements • Bulk communications by email or post • Related document attachments	
	Built in bulk email solution, giving non-technical users the ability to create mobile-optimised email communications	
	The bulk email tool should allow users to send mass email to queries and lists created within the system	
	All bounce backs, unsubscribes, opens and clicks should be recorded against constituent records to inform further interaction	
	Supporters should be able to subscribe to newsletters via the website, and this subscriber data should be integrated with the CRM	
	The solution should facilitate mail-merge letter creation in Microsoft Word, with merge fields, from within the system, for both one-at-a-time and bulk communications	
	Mail merge capability should allow for advanced conditional formatting based on constituent data	
	The system must handle bulk mail to related records, e.g. writing to households or joint salutations	
	All communications created in the system must automatically be recorded against constituent records	
	Communications must adhere to configurable name formats and salutations	

14. Marketing and Communications

#	REQUIREMENT	VENDOR RESPONSE
	Microsoft Outlook (or Gmail) integration for recording day-to-day email communication	
	Microsoft Outlook (or Gmail) integration for recording day-to-day calendar tasks	

15. Privacy Complicance and Related Requirements

#	REQUIREMENT	VENDOR RESPONSE
	The system must be able to maintain an audit trail of consents and preferences	
	The solution should be capable of setting up reports to check for positive/negative consents and other integrity checks	
	The solution should allow **<insert name>** to appropriately respond to ‘subject access’ and ‘right to data portability’ requests	
	The provider will be able to support training on any and all privacy updates to the solution	
	Your CRM solution will be able to accurately store, retain and update any individuals who request their data to be removed	

Contact us

If you have any questions on Blackbaud's CRM solutions, would like to find out more about Blackbaud, or are at the beginning of the solution evaluation process and would simply find it useful to chat with a professional consultant, please contact us at info@blackbaud.com.au.

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