Virtual Fundraising Event Platform Selection Guide

Platform	"Donate Now" Button	Event Management & Ticketing	Auction Management	Mobile Compatibility	Text-to-Give	Integration with CRM	Capacity for Live Participant Interaction	Livestreaming Capacity	On-Screen Features - split screen, fundraising progress, donor names, lower thirds	Live Customer Support	Platform Cost (also consider transaction fees)
Blackbaud	✓	✓	✓	✓	✓	Y - most CRM	✗	✓	✗	✓	$$$
DonorPerfect	✓	✓	✓	✓	✓	No data	✗	✗	✗	24/7 365	$$$
Event Gives	✓	✓	✓	✓	✓	Y- Blackbaud coming soon - Salesforce & Apricot	✗	✓	✓	✓	$
EveryAction	✓	✓	✗	✓	✓	Y - some CRM	Zoom Integration	Zoom Integration	✗	✓	$$
Facebook Live	Y - on nonprofit's Facebook page	✗	✗	✓	✗	✗	✓	✓	✗	✗	Free
Give Lively	✓	✓	✗	✓	✓	Y- Salesforce, Double the Donation	✗	Embed livestream (YouTube Live or Vimeo Live)	Possible	Y - chat	Free (+ credit card processing fees)
GiveSmart	✓	✓	✓	✓	✓	✗	✗	✓	✓	24/7 365	$$
Givebutter	✓	✓	✗	✓	✓	Y - most CRM	✓	Embed livestream (Facebook Live, YouTube Live, or Vimeo Live)	Possible	Y - chat	Free (+ credit card processing fees)
MobileCause	✓	✓	✓	✓	✓	No Data	Facebook Live, YouTube Live, or Vimeo Live Integration	Embed livestream (Facebook Live, YouTube Live, or Vimeo Live)	Possible	24/7 365	No Data
Neon CRM	✓	✓	✗	✓	✓	Y- Salesforce, Quickbooks, & Others	✗	✗	✗	✓	$$
OneCause	✓	✓	✓	✓	✓	Y- Salesforce & Raiser's Edge	✓	✓	✓	24/7 365	No Data
Zoom	✗	✗	✗	✓	✗	✗	✓	✓	✗	✗	$ Free option w/ limitations

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