

betterworld

The easiest fundraising software
for small, medium, and large charities.





When nonprofit staff search for “easy fundraising software,” they rarely mean the same thing. A two-person community group needs to launch a donation page this week. A midsize charity needs one platform that handles events and peer-to-peer without adding three new vendor relationships. A larger organization needs all of that plus the coordination tools to keep multiple teams aligned.

Most software comparison articles ignore this distinction. They produce a single ranked list, call it “best for nonprofits,” and leave readers to figure out whether any of it applies to their actual situation.

This article takes a different approach. It compares fundraising platforms through the lens of organizational scale and operational burden, covering donations, events, and peer-to-peer fundraising across three nonprofit sizes.

What “easy” actually means depends on where you are:



Small charities and community groups

Fast setup, minimal configuration, no dedicated IT support needed.



Midsize nonprofits

One platform that handles multiple fundraising channels without creating tool sprawl.



Larger organizations

Coordination features, team permissions, and reporting consistency across departments or chapters.

What makes fundraising software *actually* easy to use.

Before comparing specific platforms, it helps to define the evaluation criteria. “Easy to use” is a marketing phrase. What matters operationally is a narrower set of questions.

1 How fast can you launch your first campaign?

Setup speed is the most immediate test of ease. Platforms that require extensive configuration, custom code, or a sales call before you can accept donations fail this test for most small and midsize nonprofits.

2 How many tools does it replace?

A platform that handles donations but requires separate software for events, peer-to-peer, and reporting creates more admin work than it solves. Operational simplicity depends on consolidation, not just individual feature quality.

3 How much ongoing maintenance does it require?

The real cost of software is not the setup hour. It is the weekly admin burden: updating campaign pages, pulling reports, reconciling donor data across systems, and troubleshooting integrations.

4 How easy is it for donors?

A frictionless donor experience drives higher conversion and repeat giving. Platforms with slow checkout flows, confusing campaign pages, or poor mobile experiences hurt fundraising outcomes regardless of how easy the backend is for staff.

5 Can it grow with your organization?

The easiest platform today should not force a full replatform in two years. Scalability is part of the ease calculation, especially for nonprofits in a growth phase.

KEY INSIGHTS:

The platform with the longest feature list is rarely the easiest to operate. The easiest platform is the one that reduces friction across the most fundraising workflows your team actually runs.





Best fundraising software by nonprofit size at a glance.

Platform	Best fit	Core strengths	Key limitations	Ideal for
BetterWorld	Small to midsize	All-in-one fundraising with no platform fees. Trusted by 105,000+ nonprofits. Fast setup in minutes.	Less suited for complex enterprise workflows	Lean teams needing one platform for multiple channels
Givebutter	Small to midsize	Modern UI, team fundraising tools, social integrations	Platform fee on free tier; can get costly at scale	Community campaigns and social fundraising
Bloomerang	Midsize to large	Strong CRM and donor retention tools	Primarily a CRM; fundraising tools are secondary	Orgs prioritizing donor relationship management
Salesforce NPSP	Large	Deep customization, enterprise integrations	High implementation cost and complexity	Large organizations with dedicated tech staff
Blackbaud Raiser's Edge	Large	Comprehensive enterprise fundraising and reporting	Steep learning curve, high cost	Established large nonprofits with complex needs

Note: This comparison focuses on operational ease and channel coverage. Pricing, contract terms, and feature depth vary by plan and organization type. Always verify current pricing directly with each vendor.

The most important column here is “Key Limitations.” A platform that excels for a 10-person nonprofit team may create real friction for a 50-person development department managing multiple campaigns simultaneously.

Why all-in-one platforms are usually the easiest choice for small and midsize nonprofits.

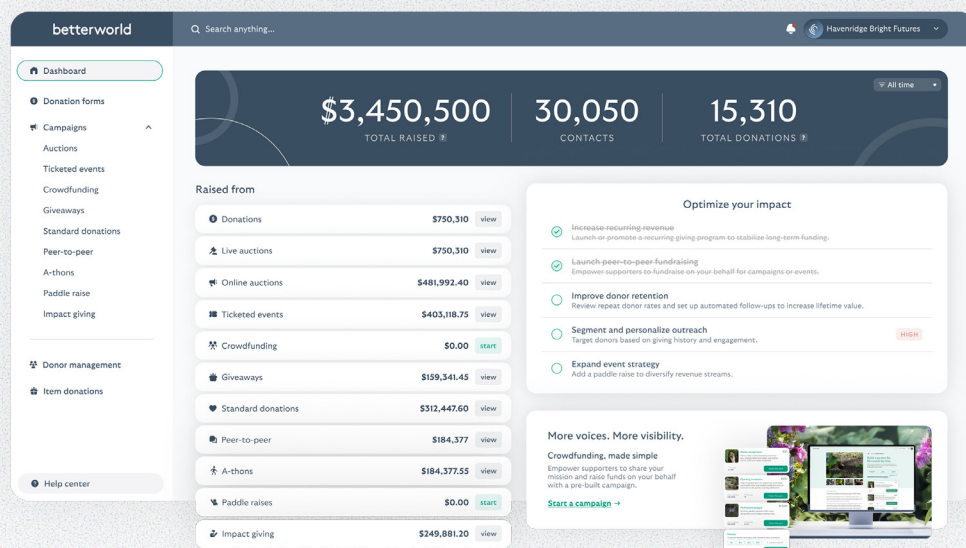
Small and midsize nonprofits often end up with a patchwork of tools: one system for donation pages, another for event ticketing, a third for peer-to-peer campaigns, and a spreadsheet holding it all together. This is tool sprawl, and it is one of the most common sources of unnecessary admin work in the sector.

The real cost of disconnected tools:

- Staff time spent reconciling donor data across multiple platforms
- Inconsistent donor experiences when campaigns look and feel different across tools
- More vendor relationships to manage, more logins to maintain, more integrations to troubleshoot
- Reporting that requires manual data pulls from several sources rather than one dashboard

An all-in-one platform eliminates most of this. When donations, events, peer-to-peer campaigns, auctions, and ticketing all live in one place, the operational overhead drops significantly. Teams can launch new campaigns faster, reporting becomes simpler, and donors get a more consistent experience across every touchpoint.

[BetterWorld](#), for example, consolidates donations, peer-to-peer fundraising, events, auctions, ticketing, giveaways, and crowdfunding into a single free platform with no platform fee. For a lean nonprofit team, that means one login, one dashboard, and one place to manage the entire fundraising program. Trusted by 105,000+ nonprofit organizations, teams using BetterWorld raise 30% more on average and save 30-40 hours per campaign through automation and easy-to-use tools. Native integrations with the systems nonprofits rely on (Salesforce, Hubspot, Blackbaud) with over 5,000 integrations via Zapier, mean donor data flows into the tools organizations already use at no additional cost.



When all-in-one is not enough

The consolidation argument is strongest for organizations running two or more fundraising channels with a small staff. It is less compelling when a nonprofit has outgrown lightweight tooling and needs advanced donor segmentation, complex reporting hierarchies, or deep CRM integration that a general-purpose platform cannot provide. That is when a more specialized or enterprise-grade stack starts to make sense.



Where larger nonprofits may **need more than simplicity.**

All-in-One Simplicity Fits Best When...	Enterprise Complexity Makes Sense When...
Fundraising is managed by a small team (1-5 people)	Multiple departments or chapters run independent campaigns
You need donations, events, and P2P in one place	You need deep CRM integration with existing donor databases
Budget is limited and platform fees are a concern	Advanced donor segmentation and custom reporting are required
Speed to launch is the primary operational priority	Compliance, audit trails, and governance controls are mandatory
You want to reduce vendor relationships	You have dedicated IT or technical staff for implementation

The honest assessment for large nonprofits

Platforms built for simplicity can serve larger organizations well in some cases, particularly when those organizations run straightforward fundraising programs without complex multi-team workflows. But it is worth being direct: if your organization manages major gifts, complex planned giving programs, or multi-chapter campaigns with separate reporting requirements, a lightweight all-in-one tool will likely create workarounds rather than solutions. The right call is to match platform depth to actual operational complexity, not to default to either extreme.

How to choose the **easiest platform** for your organization.

Rather than starting with a shortlist of platforms and working backward, start with your own operational reality. The following steps make the decision more straightforward.

1

List the fundraising channels you need today

Donations only? Donations plus events? Peer-to-peer campaigns? The more channels you need in one place, the stronger the case for an all-in-one platform.

2

Map your team capacity

Who will build and launch campaigns? Who handles donor questions? Who pulls reports? A platform that requires dedicated admin time to maintain is only “easy” if you have that capacity.

3

Estimate your current tool count

If you are already using three or more separate tools for fundraising, calculate the coordination time you spend connecting them. That number is the baseline your new platform needs to beat.

4

Set a realistic implementation timeline

If you need to launch in days, eliminate any platform that requires a sales process, custom onboarding, or technical configuration before you can go live.

5

Test the donor experience before committing

Run a test donation or mock event registration. If the checkout flow feels clunky, your donors will feel it too.

6

Ask about scalability before you sign up

The easiest platform is one that grows with you. Understand what changes (in cost, features, or workflow) as your organization scales.



FAQs about fundraising software for charities.

Is the easiest fundraising software always the cheapest?

Not necessarily. Some free or low-cost platforms charge transaction fees or platform fees that add up quickly at scale. A platform with no platform fee can be both easier and more cost-effective than a “free” tool that takes a percentage of every donation. Always calculate the total cost across your expected donation volume, not just the listed subscription price.

Can one platform really handle donations, events, and peer-to-peer fundraising well?

For small and midsize nonprofits, yes. All-in-one platforms have matured significantly and now offer feature depth that was previously only available through specialized tools. The key is to verify that the platform handles all three channels natively, not through third-party integrations that reintroduce the coordination problems you are trying to solve.

When should a charity move from simple software to a more complex stack?

When your team is spending more time managing the platform than running fundraising programs. That is the clearest signal. Other indicators include the need for advanced donor segmentation, multi-chapter reporting, or CRM functionality that a general-purpose tool cannot support.

Can free or low-cost tools work for midsize nonprofits?

Yes, particularly when the platform charges no platform fee and covers multiple fundraising channels. The determining factor is not price tier but feature coverage and operational fit for your team’s actual workflow.





Choose the platform that **reduces admin**, not just the one with the most features.

The easiest fundraising software is not the one with the most features or the lowest sticker price. It is the platform that matches your organization's actual scale, covers the fundraising channels you need, and reduces the coordination overhead that drains staff time and complicates donor relationships.

For most small and midsize nonprofits, that means an all-in-one platform that handles donations, events, and peer-to-peer fundraising in one place without platform fees or complex setup. For larger organizations, it means being honest about whether simplicity or enterprise-grade workflow controls are the bigger operational need.

The distinction matters because the wrong platform does not just create friction today. It creates a replatforming problem in 18 months when the workarounds pile up.

Ready to **simplify** your fundraising?

[BetterWorld](#) is free to use, covers 12 fundraising tools in one platform, and charges no platform fee. You can launch your first campaign in minutes. [Start your free BetterWorld account](#) and see how much easier fundraising can be when everything lives in one place.