

# How to Make a Business Case for a New Fundraising CRM Solution

## 3 common concerns and how to respond to them

### 1. Data migration will be too much of a hassle

Data migration does require some time commitment and planning, but it doesn't have to be difficult, and certainly shouldn't outweigh the benefits of a new CRM.



A good software vendor will guide you through the planning process step-by-step. Many will handle the migration in-house. Their years of experience greatly reduces any risk.

### 2. My board won't buy in to the idea of a new CRM solution

Like you, your board wants what's best for your organisation. You just need to remove the distance between them and your non-profit's operations.



Do your research and ensure you can demonstrate how purchasing a new donor database will help your organisation advance its mission.

### 3. New software is too expensive

Any robust CRM solution will be an investment, but the right solution will enable you to make more money and save time, bringing you a big return down the line.



Most vendors offer a range of price packages so organisations of all sizes can enjoy the benefits of a new donor database.

To download the full guide, 'How to Choose a Fundraising CRM Solution', visit [hub.blackbaud.co.uk](http://hub.blackbaud.co.uk)

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