

2026 Nonprofit Fundraising Software Spend Benchmark

What 100 US fundraising professionals report spending, by shop size.

Fielded July 2026 | n = 100 | Six software categories | Free to cite

\$2,611

Under \$250K raised

Mean total annual software spend

37x

spread across the sector

\$5M+ shops spend 37x the smallest group

95%

spend \$0 on screening

Share of Under \$250K shops buying no wealth screening

01 Why this exists

Nonprofit software pricing is quoted, not published. Vendors negotiate per organization, roundup sites recycle each other's guesses, and a development director with a board meeting on Thursday has no way to tell whether a quote is reasonable. This benchmark exists so that question has an answer.

In July 2026, 100 fundraising professionals in the United States completed an online survey reporting their organization's annual spend on fundraising software across six categories, grouped by the amount their organization raises each year. The figures that follow are the mean and median reported spend per category within each group, in US dollars.

How to use it: find your revenue band, read across. If a quote sits well above the band for your size, the burden of proof is on the vendor.

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02 Mean annual spend

Mean annual spend by category

Average across all respondents in each group, including those reporting \$0. Bars are scaled within each column.

CATEGORY	Under \$250K n=55	\$250K - \$1M n=28	\$1M - \$5M n=12	\$5M+ n=5
Grant research	\$250	\$746	\$2,278	\$5,713
Prospect research / wealth screening	\$45	\$1,319	\$4,135	\$17,320
Donor CRM	\$716	\$2,726	\$7,130	\$18,688
Donation processing	\$1,024	\$3,493	\$9,906	\$30,824
Forms & other operations	\$175	\$572	\$2,062	\$13,000
Events & auctions	\$402	\$1,341	\$4,830	\$11,270
TOTAL SOFTWARE SPEND	\$2,611	\$10,197	\$30,342	\$96,815

03 Median annual spend

Median annual spend by category

The midpoint response. Lower than the mean wherever a few large spenders pull the average up.

CATEGORY	Under \$250K n=55	\$250K - \$1M n=28	\$1M - \$5M n=12	\$5M+ n=5
Grant research	\$0	\$595	\$2,574	\$3,900
Prospect research / wealth screening	\$0	\$550	\$4,500	\$18,000
Donor CRM	\$682	\$2,173	\$5,585	\$17,334
Donation processing	\$846	\$3,548	\$6,925	\$29,297
Forms & other operations	\$190	\$594	\$1,914	\$14,100
Events & auctions	\$0	\$1,225	\$4,000	\$10,000
TOTAL SOFTWARE SPEND	\$2,411	\$9,226	\$27,603	\$92,069

READING THESE TABLES

Where the median is far below the mean, a small number of large spenders is pulling the average up and most organizations in that group spend less than the mean suggests. The gap is widest in prospect research and grant research at the smaller sizes, where the median is \$0 and the mean is not: most organizations that size buy nothing, and the average is produced entirely by the few that do. Read the median, not the mean, if you are deciding whether you are behind.

At the larger sizes the two measures converge, and in a few cases the median sits slightly above the mean - which means spending in that category is broadly shared rather than concentrated. Bars are scaled within each column, not across the table: spend rises so steeply with shop size that a shared scale would flatten every small-shop row to nothing and show only that larger organizations spend more, which needs no chart.

04 Who spends nothing

Share of each group reporting \$0 spend

The proportion of respondents in each group who spend nothing at all in that category.

CATEGORY	Under \$250K n=55	\$250K - \$1M n=28	\$1M - \$5M n=12	\$5M+ n=5
Grant research	55%	39%	17%	0%
Prospect research / wealth screening	95%	50%	25%	0%
Donor CRM	36%	11%	0%	0%
Donation processing	24%	14%	0%	0%
Forms & other operations	49%	21%	17%	0%
Events & auctions	51%	29%	0%	0%

05 Methodology

Fielded July 2026. Population: Fundraising professionals in the United States. Online self-report survey. Respondents reported annual spend per software category for their organization. Sample size 100, distributed across four groups by annual revenue raised: Under \$250K (n=55), \$250K - \$1M (n=28), \$1M - \$5M (n=12), \$5M+ (n=5). Figures are self-reported and unaudited, and are rounded to the nearest dollar. Percentages are rounded to the nearest whole percent. Group sizes at the upper end are small, so the \$1M-\$5M and \$5M+ figures should be read as indicative rather than precise. No respondent identifying information was collected.

06 Citation

This benchmark is free to cite and reproduce with attribution. Suggested citation:

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<https://nonprofitsoftwareguide.com/benchmarks/>

07 About this guide

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