Advancing Your Mission is Our Mission

everyaction

What is
EveryAction?

EveryAction is the only modern platform spanning the complete fundraising, digital, and program management needs of nonprofits. Consolidate data on a unified fundraising CRM to get a 360° view of donors and make your work more efficient and effective.

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Our Customers

Best-in-Class Results

125%

Multi-Channel Fundraising Goal

VPIRG switched their fundraising canvass to a multi-channel outreach and engagement program with EveryAction and exceeded projections.

43%

Increase in Fundraising Revenue

Matthew Reardon Center for Autism started engaging donors with EveryAction and saw huge increases in individual support.

$20M

Donations Processed in 30 Days

After a viral social media post, Black Visions worked with EveryAction to process an influx of new support.

Our History

EveryAction is a Software-as-a-Service company that offers nonprofit fundraising, communications, and program management products. The second-largest nonprofit software company on the market, EveryAction has over 500 employees and serves over 18,000 organizations, including National Audubon Society, Feeding America, and Special Olympics. EveryAction has been named 12 times to the Inc. 5000 list of the fastest-growing companies in America, and been recognized for being one of the 250 fastest-growing companies in the Washington, D.C. metro area.

EveryAction provides a modern nonprofit software platform that assists nonprofits with customer relationship management (CRM), fundraising, marketing, volunteer management, advocacy, and organizing. Additional products offered by EveryAction include DonorTrends, a predictive analytics solution for fundraising; GiveGab, a Giving Day platform, and Mobilize, an event and volunteer management platform.

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> If you're going to try a multichannel approach, it's so important to have instantaneous and accurate data shared between channels so that the whole thing works cleanly together. EveryAction allowed us to do that.
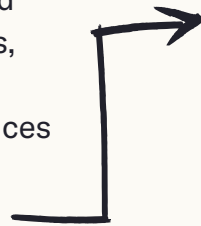
Zach Tomanelli
Communications and Engagement Director, VPIRG

VPIRG
VERMONT'S VOICE

Solutions Packages

Solution packages to meet every need, with flexibility for long-term growth and expansion. Our Solution Packages are generally bundled from the below set of solutions, although we can offer special customizations and other services beyond these based on need.

EveryAction Digital

Industry-leading digital tools, integrated seamlessly with your CRM.

EveryAction Digital + Development CRM

A unified online and offline fundraising CRM for holistic donor data, segmentation, and personalization.

Additional EveryAction Solutions

Volunteer & Event Management

Recruit and manage supporters for virtual, in-person, and hybrid events.

Giving Days

Coordinate affiliate and chapter networks around unified campaigns.

Organizing & Civic Engagement

Voter registration & engagement, phonebanks, canvassing, and more.

Volunteer Management

Nonprofit CRM

Volunteer Management

Donor Management

Volunteer Management

Fundraising

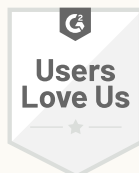**Nonprofit CRM**

Volunteer Management

Fundraising

Nonprofit CRM

Users Love Us

Nonprofit CRM

Awards

Solutions & Capabilities

Digital Marketing & Fundraising

Boost your digital marketing efforts by running optimized, targeted, multi-channel digital campaigns that drive results.

- Email
- Online Fundraising
- Mobile Messaging
- Digital Advertising
- Social Media Integrations
- Digital Advocacy
- Marketing Automation

Volunteer & Event Management

Easily recruit and mobilize volunteers, cultivate relationships, measure engagement, and integrate fundraising to your programs.

- Volunteer Recruitment
- Volunteer Management
- Event Promotion
- Event Management
- Constituent Organizing & Engagement
- Phone Banking
- Robo Calls & Surveys
- Door-to-Door Canvassing
- Mobile Canvassing App

Development & Donor Management

Save time and raise more money with Development tools designed for seamless multi-channel outreach and cultivation.

- Major Gifts Portfolio Management
- Direct Mail
- Telemarketing
- Planned Giving
- Sustainers
- Wealth Screening
- Fundraising Events
- Membership Management
- Grants Management
- Fundraising Dashboard & Data Visualization
- Predictive Analytics
- Workflow Automation

Best-In-Class Integration Platform

EveryAction's best-in-class integration platform enables nonprofits to operationalize data and always deliver the right message at the right time on the right channels.

- Native integrations with Salesforce, Google Analytics, Paragon Payment Solutions, WealthEngine, Zoom, and more ensure seamless data sharing between your most important programs and functions.

- 60+ available integrations with leading data analytics, digital marketing, direct response, and payment processing providers.

- Advanced developer support including EveryAction API for custom-built integrations.

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Data Security, Privacy, & Reliability

CRM technology you and your donors can count on, from superior data security to leading email deliverability.

Industry-Leading Data Security

Secure Payments & Fraud Prevention

Reliable Email Deliverability

Technology You Can Count On Every Day of the Year

We take the privacy of our customers and their supporters seriously. You can read our privacy policy at everyaction.com/privacy.

We pride ourselves on providing technology solutions that are robust, reliable, and scalable. Our customers rely on our solutions at critical times—whether it's for a year-end giving campaign, an upcoming election, or as part of an emergency response, our customers rely on EveryAction to remain up and running so our customers can focus on carrying out their missions.

Implementation & Support

Specialized teams support EveryAction clients through every step of migration, implementation, and ongoing management. With staff that has a combined 600+ years of nonprofit experience, you'll never have to face a challenge alone.

Data Services

Make your migration and continued use of our tools as smooth as possible with a wide variety of services to help you migrate, maintain, and enhance your data.
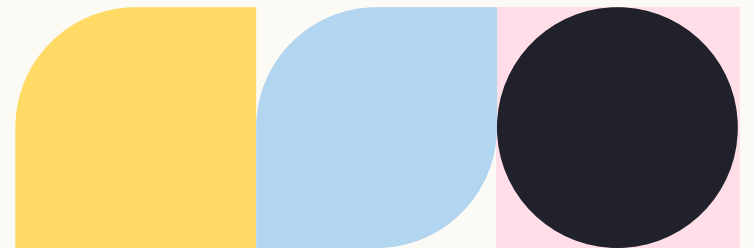
Dedicated Account Manager

Receive personalized support during migration and onboarding, and throughout the life of your EveryAction contract from our Account Management team.

Digital Services

Provide personalized and branded digital experiences with custom development from our Digital Services team.

Customer Support & Success

Unlimited world-class support is available for every member of your team and ensures that you'll never tackle a challenge alone.

Next Steps

To learn more about EveryAction or to get started with our leading CRM, request a demo at
everyaction.com/get-demo

EveryAction provides best-in-class SaaS solutions to nonprofit organizations, offering the only end-to-end modern platform spanning the fundraising, digital, and organizing needs of nonprofits. Built and supported by nonprofit experts, EveryAction enables nonprofits of all sizes to increase efficiency and optimize interactions with supporters and prospects across channels in order to raise more money and maximize impact. Headquartered in Washington, D.C., with offices in Boston and New York, EveryAction is proud to provide game-changing technology to the organizations powering today's most important causes, from Audubon and NAACP to local service and advocacy organizations.

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