

Product Comparison and Evaluation of Network For Good vs. Little Green Light

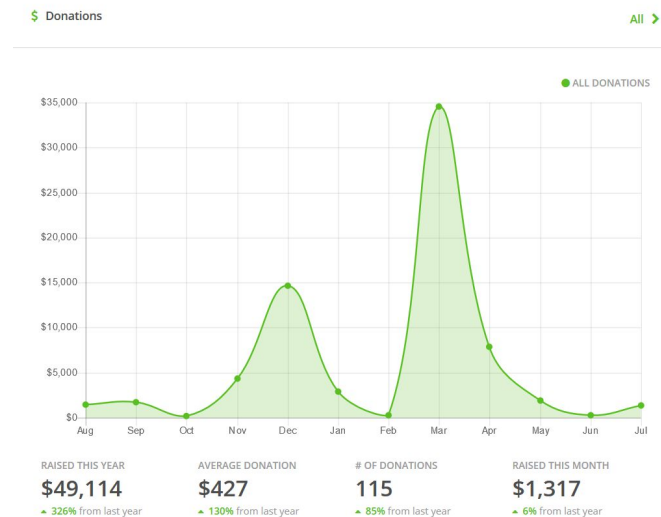
By Kyle Tham, NTLP Intern

7/25/18

Network For Good

Donations:

- Plot Graph showing how much was donated in a time span.
- Average \$ donation
- Total donors
- List of all donors for a campaign.
Can expand for more info for each constituent
- Search function to find a certain constituent for each campaign
 - Will bring up their own graph with above features - average donation, plot graph showing all donations, etc.
- Various filters to see donations i.e. last 7 days, over \$500, etc.
- Can see which donations are unacknowledged, and can send email to contact.



Contacts

- Show graph for active donors and lapsed donors (ones who haven't been active)
 - Can view a list of constituents of each section
- Can create groups and add contacts. No special way to add - can only mass add.
- Can send email blasts and texts.

Little Green Light

Filter Results

- By Giving Status
 - ☐ Top 100 Donor (1)
 - ☐ Active Donor (1)
- By Type
 - ☐ Individual (1)
- By Membership Status
 - None available
- By Membership Level
 - None available
- By Contact Type
 - ☐ Primary (1)
- By Group
 - None available
- By Communication Tags
 - ☐ No valid address (1)
 - ☐ No valid phone (1)
- By Capacity
- By Interest
- By Steward
- By List

[+ Add constituent](#)
[✉ Send mail](#)
[📄 Export results](#)

Advanced Search

Show constituents where No saved searches are available

All of the following are true

Names contain

[Add more criteria](#) • [Advanced options](#)

[Save this search](#) [Now Search](#) [Search](#)

1 result

0 selected constituents		Select 1	Deselect 1
Constituent			
<input type="checkbox"/> Tham, Kyle NTLPL Kyle Tham klah@kiah.com ID: 943797	<input type="checkbox"/> Actions	Stewards None defined Membership None defined Contact types Primary Groups None defined Edit categories	Giving summary (all time) Gifts 1 / \$25 Last Gift \$25 Gift on 2018-07-19

- Search function can search either constituents or campaigns. You can see who has donated in the campaigns as well through the search. Filters on the left.
- No graphs are provided
- Can create donation forms that constituents fill out, and it will automatically be processed thru paypal. Also will be automatically added to database

1 result

Campaign	Code	Status	Start Date	End Date	Progress
NTLPL Test Testing!		<input checked="" type="checkbox"/> Active	2018-07-19	2018-08-19	Total Raised vs. Target/Goal \$25 of \$15,000 Gifts 1 / \$25 from 1 Constituent(s)

Contacts

- Can see all donations, and see which ones are unacknowledged as well (engagement history)
 - Comes with templates (emails) which you can send.
- Can create groups
- Can track volunteer hours as well

New Gift

☒ Use values for next gift?
 ☐ Use same constituent for next gift?

[Save and add another](#)
[Save](#)
[Cancel](#)

Gift Information

Constituent <input type="button" value="Set Constituent"/>	Amount <input type="text" value="\$ 55.55"/>	<input type="checkbox"/> Anonymous?
Gift type <input type="text" value="Gift"/>	Tax deductible amount <input type="text" value="\$ 55.55"/>	
Category <input type="text" value="Donation"/>	Payment type <input type="text" value="Check"/>	
Gift Date <input type="text" value="2018-07-22"/>	Check/Reference No. <input type="text" value="1234"/>	
Notes/Description <input type="text"/>	Deposit Date <input type="text" value="2018-07-22"/>	

Related information

Campaign

Fund

Appeal

Event

Team Member

MAIN Differences Observed:

- Little Green Light is not as flashy as N4G, but it is very simple and straightforward.
 - Proposes the question: Do we need all features of N4G?
 - Graphs - necessary? Nice to have but is it necessary
 - Workaround if switch - export from LGL to excel and manually create graphs if need be.
- If we stay with Wufoo, Little Green Light integrates with Wufoo, while NFG does not.
 - Can integrate specific forms and update information thru that, cuts down data entry

<u>PRICING COMPARISON</u>	Network For Good	Little Green Light
Processing % Fee	3.95%	2.2% + *1% towards LGL
Flat Fee	N/A	\$0.30
Total:	3.95%	2.2% + *1% + \$0.30 / transaction

* - the 1% is capped at \$50.00 per month.

To hit the \$50.00 per month, it takes \$5,000/month for the 1% to charge the cap of \$50

\$49,114 raised this year, 115 total donations

Price comparison :

NFG

$\$49,114.00 \times 3.95\% + \300.00×12 (Cost to use N4G) = $\$1,940.00 + \$3,228.00 = \mathbf{\$5,168 / year}$

LGL

$\$49,114.00 \times 2.2\% + 12 \times \50.00 (1% fee) + $115 \times \$0.30$ (# donations * donation fee) +
\$421 (Cost) =

$\$1,080.51 + \$600.00 + \$34.50 + \$421.00 = \mathbf{\$2,172.01 / year}$

Difference - \$2,995.99 / year

If changed, need to think about

- Getting used to it (easy, very simple to use)
- Transferring contacts
- Transferring campaigns
- Possibly letting constituents know?