ToolGPA

NOVEMBER 2026

Givebutter

The Insider's Guide

Free fundraising platform with a built-in nonprofit CRM



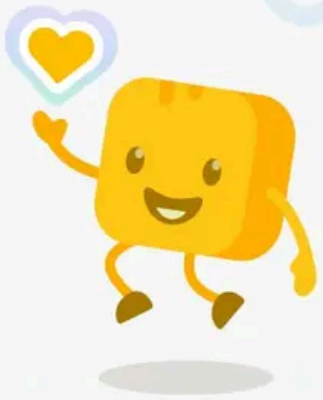
Every plan, grade, refund rule and rival among CRM tools, read from Givebutter's own pages.

Made by Givebutter · checked Nov 13, 2026 · toolgpa.com

3.0
GPA

Givebutter

Your home for changing the world



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Givebutter's own pages, its app-store listings and our grades. Every fact in it is on Givebutter's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

3.0

GPA, above 114 of the 116 other CRM tools we grade

Givebutter is a fundraising platform for nonprofits that bundles donation forms, fundraising pages, events, auctions, payment processing and a donor CRM. Core tools are free and funded by optional donor tips. A paid add-on called Givebutter Plus adds automation, reporting, texting and phone support, priced by contact count.

> "
>
> **A web app where you build your campaign pages and forms.**
>
> From our grade for ease of use

To get you started, here are **9 things to know about Givebutter**, taken from its own pages and our grades.

1 **Best for free fundraising pages with a built-in donor CRM**

Givebutter is free for unlimited users, contacts and campaigns, with donation forms, events, auctions and a donor CRM.

2 **Paid plans start at $29 a month**

As its pricing page puts it: $29 per month for up to 250 contacts, billed annually ($33.80 billed monthly).

3 There is a free plan

Free: unlimited users, contacts, email blasts and campaigns, with donation forms, events, auctions and the CRM. Funded by optional donor tips.

4 It runs on 3 platforms

Web, iOS and Android.

5 Donor management CRM

Tracks every transaction and donor activity, with shareable reports. Unlimited contacts in the free CRM.

6 Donation forms and fundraising pages

Forms, donate buttons, pledge donations, peer-to-peer fundraising pages and text-to-donate.

7 Events and auctions

Fundraising events with ticketing and auctions run on the same platform as donations.

8 A 3.0 GPA, above 114 of 116

That is against the other CRM tools we grade, on value, the free plan, features, ease of use and platforms.

9 Keep it

To replace Givebutter you would be making newsletters sent to thousands of people that still reach the inbox. That is not a weekend's work, with an AI app builder or without one.

Givebutter at a glance

PRICING
Free plan, from $29 per month for up to 250 contacts, billed annually ($33.80 billed monthly)

FREE PLAN
Yes

FREE TRIAL
30-day commitment-free test of Givebutter Plus

RUNS ON
Web, iOS, Android

MADE BY
Givebutter

CATEGORY
CRM Software

OUR GRADE
3.0 GPA, very good

The report card

Best for free fundraising pages with a built-in donor CRM

Givebutter is free for unlimited users, contacts and campaigns, with donation forms, events, auctions and a donor CRM. It is paid for by optional donor tips, and turning those off adds a 3% platform fee. Automation, reporting and texting need Plus from $29 a month.

TOOLGPA REPORT CARD — **Givebutter** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	A	Free with unlimited users and contacts, against a category middle of $29. Plus starts at $29 a month for 250 contacts, so the free part is substantial for a small nonprofit.

SUBJECT	GRADE	COMMENT
Free plan and trial	B	A free plan with the CRM, forms, events, auctions and email blasts. It is funded by tips; without them a 3% fee plus card processing applies.
Features	B	Donor CRM, forms and pages, events, auctions, email, text and direct mail, and Tap to Pay. Nothing in the listing is missing from the fundraising core, but automation and texting need Plus.
Ease of use	C	No store rating on record. A web app where you build your campaign pages and forms.
Platforms and integrations	B	Web, iPhone and Android, with PayPal, Venmo, QuickBooks Online and Meta. No desktop app is listed.
Grade point average		Very good, out of 4.0 **3.0**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Givebutter is for

- ✓ Fits if you are a small nonprofit that wants fundraising pages and a CRM at no fee
- ✓ Works for event and auction fundraising with one tool

Who it is not for

- ✗ Watch out: free depends on optional donor tips; without them a 3% fee applies on top of card fees
- ✗ Tight if you want automation, reporting or texting, which need Plus
- ✗ Pricey if your list grows: Plus is $129 a month at 2,500 contacts
- ✗ Skip it if you want to avoid fee talks with donors

Good to know

Good for

- ✓ Small nonprofits that want a free CRM and fundraising pages
- ✓ Peer-to-peer and event fundraising with donor tips covering costs
- ✓ Teams that later want automation and texting through Plus

Worth knowing

- ⓘ Free use depends on optional donor tips; turning tips off adds a 3% platform fee and standard processing fees.
- ⓘ Automation, reporting, texting and phone support need Plus, priced by contacts from $29 a month billed annually.
- ⓘ Plus tiers above 2,500 contacts are chosen on a slider and a 50,000+ tier goes through sales.
- ⓘ Plus prices are higher billed monthly: $33.80, $92.90 and $150.50 at the first three tiers.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$29

A month to start. There is a free plan too

Givebutter has a free plan. Paid plans start at $29 per month for up to 250 contacts, billed annually ($33.80 billed monthly).

> **A free plan with the CRM, forms, events, auctions and email blasts.**
>
> From our grade for free plan and trial

FREE

$0

No platform fee with tips on; a 3% platform fee plus standard 2.9% + 30¢ processing applies if tips are off.

PLUS, UP TO 250 CONTACTS

$29

per month, billed annually ($33.80 billed monthly)

Automated workflows, tasks, reporting, texting, video messages, QuickBooks Online and priority phone support.

PLUS, UP TO 1,000 CONTACTS

$79

per month, billed annually ($92.90 billed monthly)

Same Plus features. Larger tiers (2,500, 5,000, 10,000, 50,000+) are on the page's slider.

PLUS, UP TO 2,500 CONTACTS

$129

per month, billed annually ($150.50 billed monthly)

Same Plus features. Over the limit you pay for extra contacts in increments of 100.

The free plan

Free: unlimited users, contacts, email blasts and campaigns, with donation forms, events, auctions and the CRM. Funded by optional donor tips.

Trying it first

30-day commitment-free test of Givebutter Plus

Read from givebutter.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Annual billing on Givebutter Plus

Annual billing lowers Plus to $29, $79 and $129 a month at the first three tiers, against $33.80, $92.90 and $150.50 billed monthly.

Stated on givebutter.com

What it does

Its main features, where it runs, what it works with and who makes it

3

Places it runs: Web, iOS and Android

Free fundraising platform with a built-in nonprofit CRM. Here is what it does, as its own site describes it, and what it covers: workflow automation, forms, reports, email campaigns, sMS marketing, ticketing.

> **Donor CRM, forms and pages, events, auctions, email, text and direct mail, and Tap to Pay.**
>
> From our grade for features

Donor management CRM

Tracks every transaction and donor activity, with shareable reports. Unlimited contacts in the free CRM.

Donation forms and fundraising pages

Forms, donate buttons, pledge donations, peer-to-peer fundraising pages and text-to-donate.

Events and auctions

Fundraising events with ticketing and auctions run on the same platform as donations.

Email, text and direct mail

Email blasts are free; texting, fundraising blocks in emails and discounted direct mail are Plus features.

Wallet and Tap to Pay

Givebutter Wallet holds settled funds and has spend cards, and the mobile app supports Tap to Pay.

Givebutter Magic

AI tools aimed at helping nonprofits draft and plan fundraising work.

Where it runs

Web · iOS · Android

What it works with

PayPal · Venmo · QuickBooks Online · Meta

Givebutter is made by Givebutter.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

114/116

Other CRM tools it is graded above

Givebutter's GPA of 3.0 is higher than 114 of the 116 other CRM tools we grade, and level with 1.

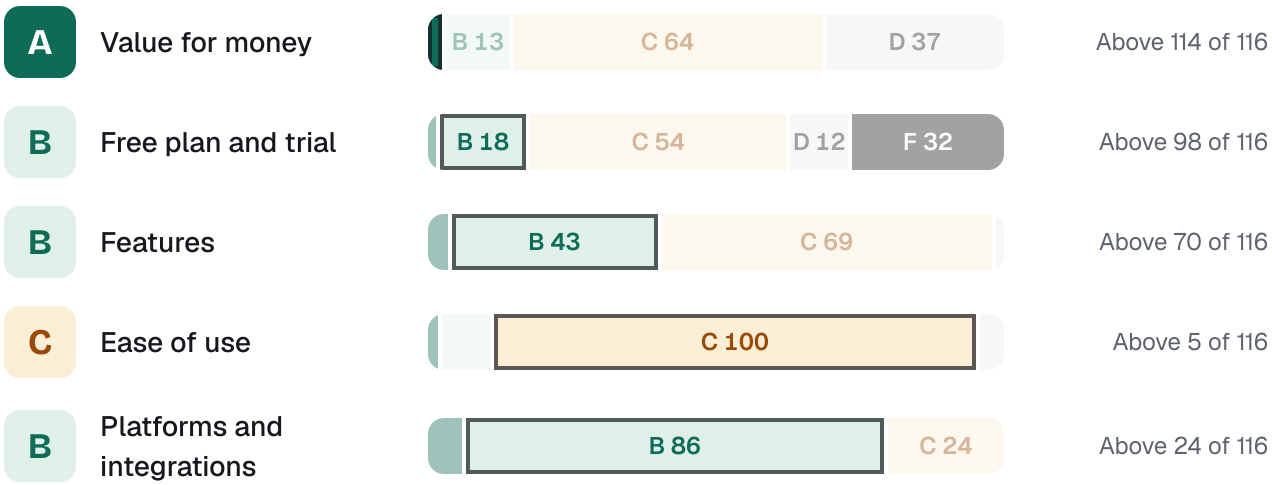
It stands best on value for money (A, above 114 of 116) and worst on ease of use (C, above 5).

Its paid plans start at $29 a month, against a middle price of $29 for the category: 43 of the 93 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 6 tools score higher and cost less.

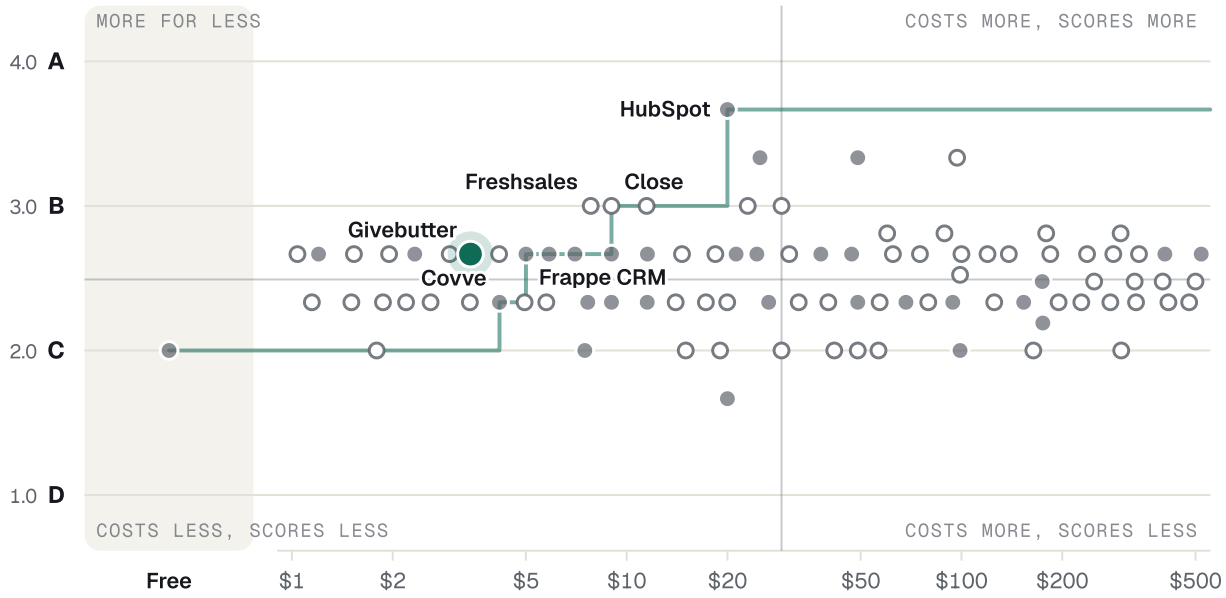
Each grade against the category

Every bar is all 117 CRM tools we grade, cut by the letter each got. Givebutter's own letter is outlined.



Price against what you get

Each dot is one of 95 CRM tools. Further left costs less; higher up scores better on features, ease of use and platforms. Givebutter is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Givebutter you would be making newsletters sent to thousands of people that still reach the inbox. That is not a weekend's work, with an AI app builder or without one.

It is one of the better ones too: its GPA of 3.0 is higher than 114 of the 116 other CRM tools we grade. It costs $348 a year.

What you could make

- Forms and reports: an app builder makes these well.

What you could not

- Newsletters sent to thousands of people that still reach the inbox.

- Texts to thousands of numbers, registered with the carriers.
- Connections to other products, each kept working as those products change.
- Selling tickets and checking them at the door.
- A real app for iOS and Android. Something home-made would be a web page.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Givebutter's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Bloomerang, Neon CRM, Funraise, Little Green Light and Virtuous

The 5 tools Givebutter is most often weighed against, with where each one differs from it.

1.8 GPA

Bloomerang

Paid

Donor management and fundraising platform for nonprofits.

- Givebutter has a free plan. Bloomerang does not.
- Givebutter also covers sMS marketing and ticketing.

Givebutter and Bloomerang compared in full

1.8 GPA

Neon CRM

From $99/mo

Nonprofit CRM priced by revenue raised, with unlimited records.

- Givebutter has a free plan. Neon CRM does not.
- Only Givebutter lists iOS and Android apps.
- Givebutter also covers ticketing.

Givebutter and Neon CRM compared in full



2.4
GPA

Funraise

Free plan

Online fundraising and donor management for nonprofits.

- Only Givebutter lists iOS and Android apps.
- Givebutter also covers workflow automation, email campaigns and sMS marketing.
- Funraise also covers sales pipeline.

Givebutter and Funraise compared in full



2.4
GPA

Little Green Light

Free trial · from $45/mo

Donor management database for small and mid-size nonprofits.

- Givebutter has a free plan. Little Green Light does not, though it has a free trial.
- Only Givebutter lists iOS and Android apps.
- Givebutter also covers workflow automation, sMS marketing and ticketing.

Givebutter and Little Green Light compared in full



1.8
GPA

Virtuous

Paid

Nonprofit CRM with fundraising, volunteer and analytics products.

- Givebutter has a free plan. Virtuous does not.
- Only Givebutter lists iOS and Android apps.
- Givebutter also covers email campaigns, sMS marketing and ticketing.

Givebutter and Virtuous compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

14

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Givebutter free?

Givebutter has a free plan. Free: unlimited users, contacts, email blasts and campaigns, with donation forms, events, auctions and the CRM.

How much does Givebutter cost?

Givebutter lists 4 plans. Free: $0.

What platforms does Givebutter work on?

Givebutter is available on Web, iOS and Android.

Does Givebutter offer any discounts?

Givebutter publicly lists the following: Annual billing on Givebutter Plus.

Does Givebutter have a Windows app?

No Windows app was listed when its pages were read on Nov 13, 2026. Givebutter is listed for Web, iOS and Android.

Does Givebutter have a macOS app?

No macOS app was listed when its pages were read on Nov 13, 2026. Givebutter is listed for Web, iOS and Android.

Is Givebutter open source?

Givebutter is not described as open source on its own site, as read on Nov 13, 2026.

What does Givebutter integrate with?

Givebutter's listing names PayPal, Venmo, QuickBooks Online and Meta. A listing names up to eight integrations, so it may connect to more.

Does Givebutter have a free trial?

Yes. 30-day commitment-free test of Givebutter Plus.

Who makes Givebutter?

Givebutter is made by a company of the same name.

What are the alternatives to Givebutter?

The closest alternatives to Givebutter in our directory are Bloomerang, Neon CRM, Funraise, Little Green Light and Virtuous.

How does Givebutter compare with other CRM tools?

Givebutter's GPA of 3.0 is higher than 114 of the 116 other CRM tools we grade, and level with 1.

Is Givebutter good value for money?

ToolGPA grades Givebutter A for value for money. Its paid plans start at $29 a month, against a middle price of $29 for the category: 43 of the 93 others that charge start lower.

Could I make my own version of Givebutter?

To replace Givebutter you would be making newsletters sent to thousands of people that still reach the inbox.

Where this guide comes from

The prices, plans, platforms and features were read from Givebutter's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Givebutter's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Givebutter. Prices change, so check givebutter.com before you buy.

givebutter.com/pricing

givebutter.com

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Givebutter, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/givebutter

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Givebutter: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/givebutter
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Know someone choosing between CRM tools?

Send them this guide:
toolgpa.com/tools/givebutter/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded CRM tools after Givebutter, each with an Insider's Guide of its own.

CRM Software Insider's Guide

Every one of the 117 CRM tools we grade, compared

HubSpot Insider's Guide

Free CRM at the center of a marketing, sales and service suite

3.2 GPA

Frappe CRM Insider's Guide

Open-source CRM with unlimited users, billed by hosting

3.0 GPA

Bigin by Zoho CRM Insider's Guide

Pipeline-based CRM from Zoho for small businesses

2.8 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Givebutter's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Givebutter is a trademark of its owner, and this guide is not made, paid for or approved by Givebutter. Prices and plans change: check givebutter.com before you buy.