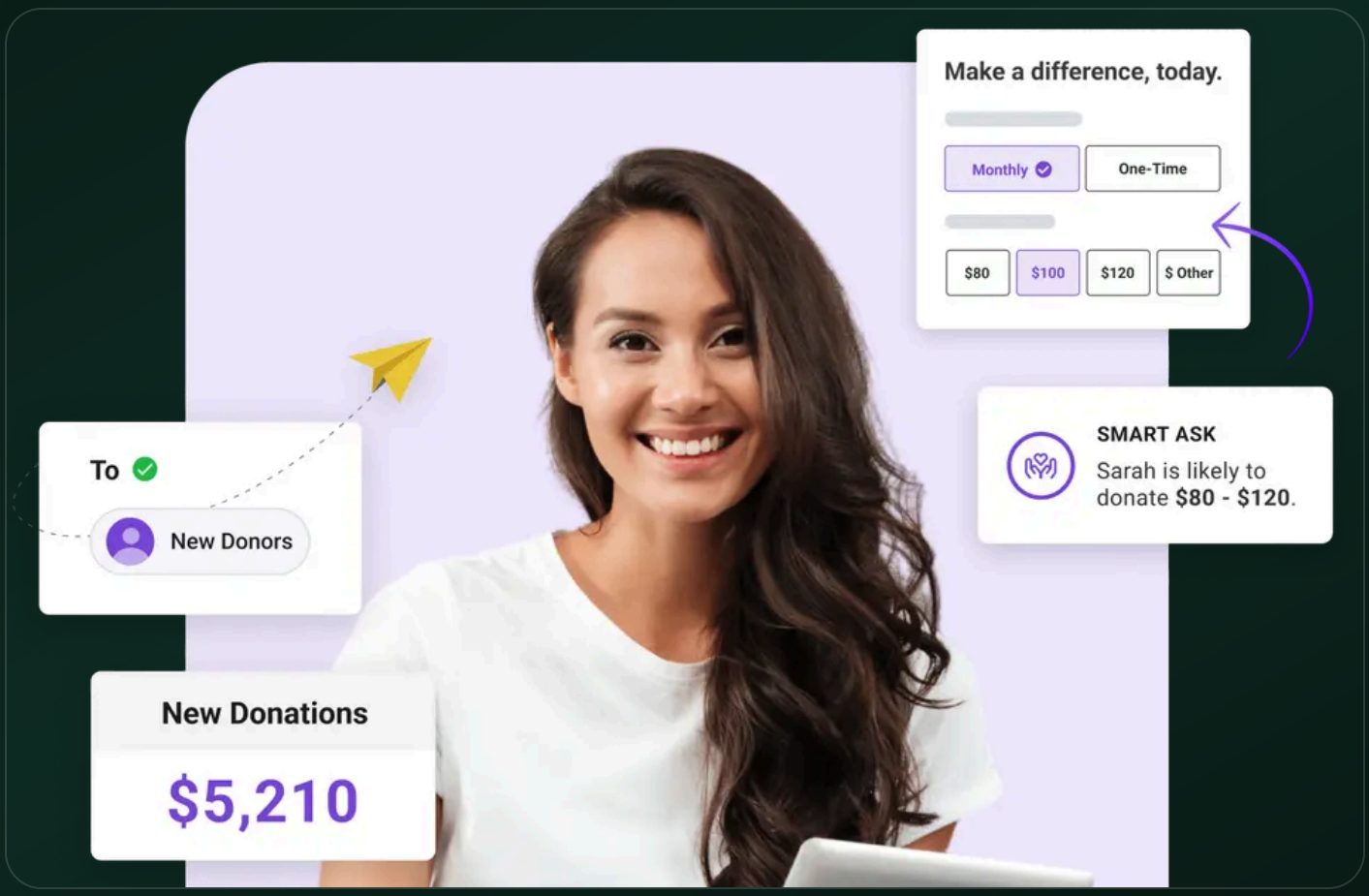
ToolGPA

NOVEMBER 2026

Keela

The Insider's Guide

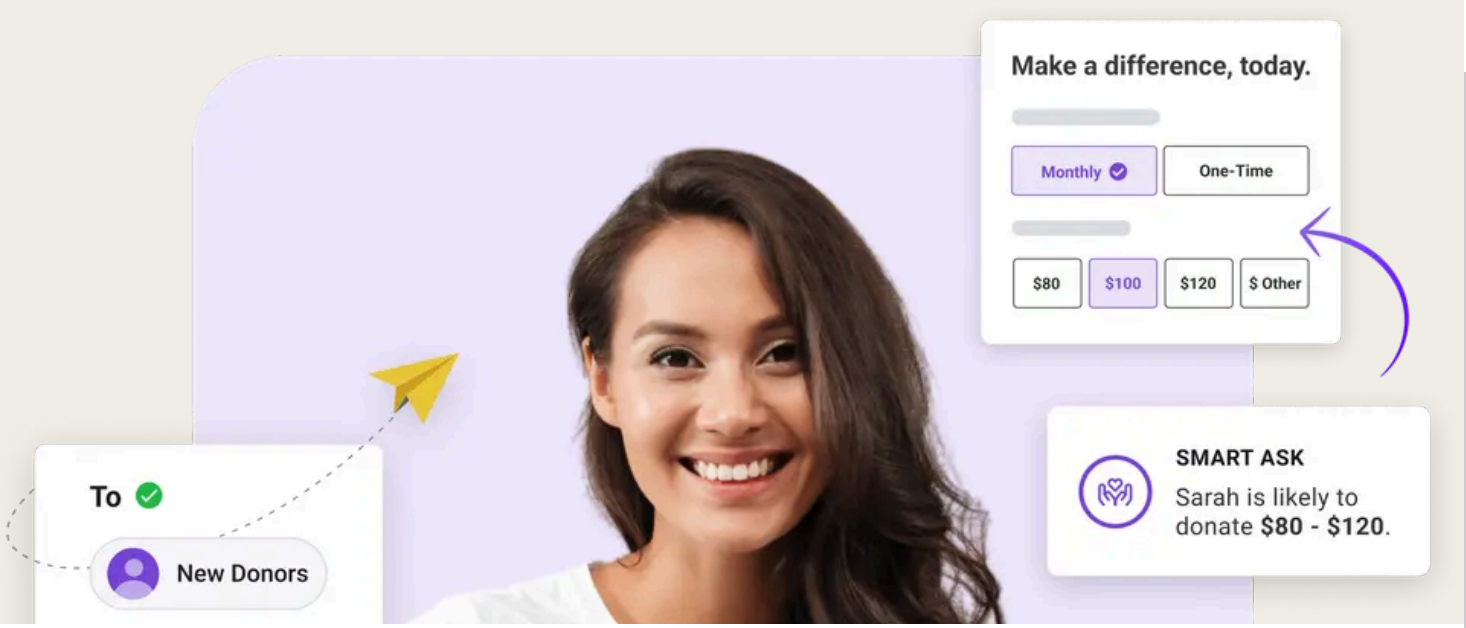
Donor management CRM with email and donation forms for nonprofits



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

Made by Networks for Change Inc. · checked Nov 13, 2026 · toolgpa.com

1.4
GPA



Contents

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

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

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

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

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

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

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

ToolGPA put this guide together from Keela's own pages, its app-store listings and our grades. Every fact in it is on Keela'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

1.4

GPA, above 0 of the 116 other CRM tools we grade

Keela is a donor management platform for nonprofits that combines contact records, native email marketing, donation forms and reporting. Plans are priced by the number of contacts and include unlimited forms, emails and donations. It is part of Velora, a suite that also includes Raisely and Aplos.

To get you started, here are **8 things to know about Keela**, taken from its own pages and our grades.

> "
>
> **Pipelines, texting and wealth screening are extra.**
>
> From our report card of Keela

1 **Best for a donor CRM billed by contact count**

Keela is a nonprofit CRM with donor profiles, forms, email, journeys and texting.

2 **Paid plans start at $164 a month**

As its pricing page puts it: $164 per month for up to 1,000 contacts, billed annually.

3 **It runs on Web**

Web.

4 **Donor database and profiles**

Donor profiles with full gift history, household relationships, soft credits and custom fields.

5 **Automated journeys**

Pre-built and custom workflows for receipts, thank-yous and lapsed donor nudges.

6 **AI-powered donation forms**

Donation forms with preset gift asks and recurring donation prompts, with no transaction fees charged by Keela.

7 **A 1.4 GPA, above 0 of 116**

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

8 **Keep it**

To replace Keela 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.

Keela at a glance

PRICING Paid, from $164 per month for up to 1,000 contacts, billed annually	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Networks for Change Inc.	CATEGORY CRM Software
OUR GRADE 1.4 GPA, weak	

The report card

Best for a donor CRM billed by contact count

Keela is a nonprofit CRM with donor profiles, forms, email, journeys and texting. All plans include unlimited forms, emails and support, but it costs $164 a month at 1,000 contacts and $438 at 10,000. Pipelines, texting and wealth screening are extra.

TOOLGPA REPORT CARD | **Keela** | Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	$164 a month for up to 1,000 contacts billed annually, and $438 at 10,000. That is several times the category's $29 middle, with texting and pipelines still extra.
Free plan and trial	F	No free plan and no trial on record, so the first step is a demo or a quote.
Features	C	Donor profiles, automated journeys, donation forms, email and projects. Pipelines, texting, wealth screening and Premium Care are sold on top.
Ease of use	C	No store rating on record, and you set up forms, journeys and imports.
Platforms and integrations	C	Web only on the pages read, with no integrations listed.

Grade point average — Weak, out of 4.0 **1.4**

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 Keela is for

- ✓ Fits if you want unlimited forms, emails and support at one monthly price
- ✓ Works for nonprofits in the USA, Canada or Australia

Who it is not for

- ✕ Pricey if your list is big: $438 a month at 10,000 contacts, and custom above that
- ✕ Skip it if you need pipelines or texting in the base price, as they are extra
- ✕ Not for you if you are outside the USA, Canada or Australia: data is stored there only
- ✕ Watch out: the pricing page does not state its currency

Good to know

Good for

- ✓ Nonprofits that want email, forms and donor records in one plan
- ✓ Organizations in the USA, Canada or Australia, where data is stored locally
- ✓ Teams that want unlimited emails and forms regardless of tier

Worth knowing

- ⓘ Pipelines, texting, wealth screening and Premium Care are listed as additional features, priced through sales.
- ⓘ Cost climbs steeply with contacts: $164 a month at 1,000 and $438 at 10,000, billed annually.
- ⓘ Data is stored in the USA, Canada or Australia only, by where the nonprofit is based.
- ⓘ The pricing page does not state the currency of its figures; the site has USA, Canada and Australia editions.

PART 02 · PRICING

What it costs

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

$164

A month to start

Keela is a paid product, starting at $164 per month for up to 1,000 contacts, billed annually.

> **No free plan and no trial on record, so the first step is a demo or a quote.**

From our grade for free plan and trial

UP TO 1,000 CONTACTS

$164

per month, up to 1,000 contacts, annual ($190 monthly)

Every plan includes unlimited forms, emails, donations and support. Prices rise with the contact count.

1,001 TO 2,500 CONTACTS

$243

per month, up to 2,500 contacts, annual ($259 monthly)

Same features as every tier; the price follows the number of contacts.

2,501 TO 5,000 CONTACTS

$316

per month, up to 5,000 contacts, annual ($357 monthly)

Marked most popular on the page. Contacts over 10,000 get custom pricing.

7,501 TO 10,000+ CONTACTS

$438

per month, up to 10,000 contacts, annual ($489 monthly)

Top published step; the 5,001 to 7,500 step is $379 a month billed annually.

Read from keela.co on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save up to 23% paying annually

The pricing page says paying annually saves up to 23% against monthly billing, depending on the contact tier.

Stated on keela.co

What it does

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

1

Place it runs: Web

Donor management CRM with email and donation forms for nonprofits. Here is what it does, as its own site describes it, and what it covers: AI features, workflow automation, forms, reports, email campaigns, sMS marketing.

"

Donor profiles, automated journeys, donation forms, email and projects.

From our grade for features

Donor database and profiles

Donor profiles with full gift history, household relationships, soft credits and custom fields.

Automated journeys

Pre-built and custom workflows for receipts, thank-yous and lapsed donor nudges.

AI-powered donation forms

Donation forms with preset gift asks and recurring donation prompts, with no transaction fees charged by Keela.

Email and texting

Segmented lists, saved audiences and deliverability tools for email; texting is sold as an additional feature.

Projects and membership

Included on every plan: project management, membership management, volunteer management and compliant tax receipts.

Where it runs

Web

What it works with

Its own pages name no integrations.

Keela is made by Networks for Change Inc.

PART 04 · STANDING

Where it stands

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

0/116

Other CRM tools it is graded above

Keela's GPA of 1.4 is higher than 0 of the 116 other CRM tools we grade, and level with 2.

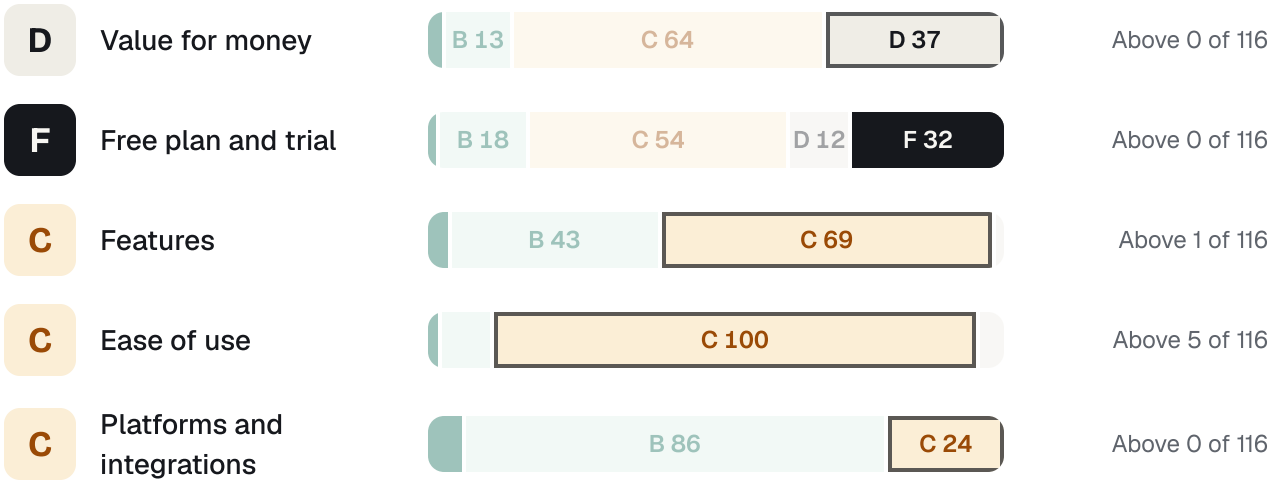
It stands best on ease of use (C, above 5 of 116) and worst on free plan and trial (F, above 0).

Its paid plans start at $164 a month, against a middle price of $29 for the category: 82 of the 93 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 72 tools score higher and cost less.

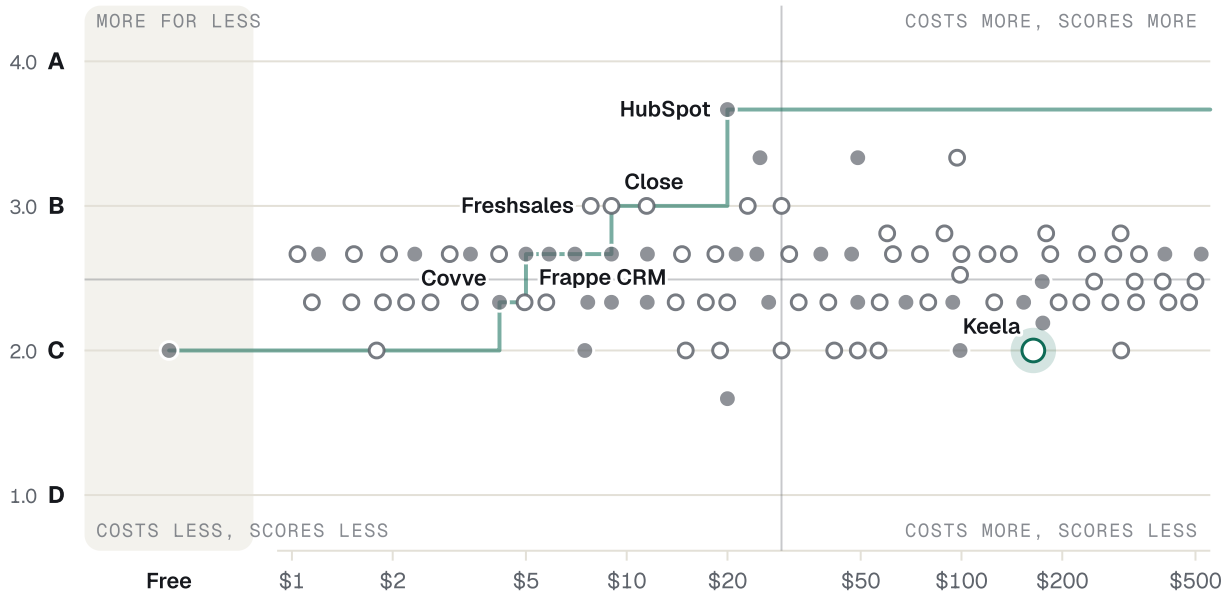
Each grade against the category

Every bar is all 117 CRM tools we grade, cut by the letter each got. Keela'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. Keela 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 Keela 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.

That makes this kind of software worth paying for, not this one in particular: 114 of the 116 other CRM tools grade higher. It costs $1,968 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.

- Connections to other products, each kept working as those products change.
- Texts to thousands of numbers, registered with the carriers.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Keela'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, Virtuous, Neon CRM, Little Green Light and DonorPerfect

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

1.8 GPA

Bloomerang

Paid

Donor management and fundraising platform for nonprofits.

- Only Bloomerang lists iOS and Android apps.
- Keela also covers sMS marketing.

Keela and Bloomerang compared in full

1.8 GPA

Virtuous

Paid

Nonprofit CRM with fundraising, volunteer and analytics products.

- Keela also covers email campaigns and sMS marketing.
- Virtuous also covers sales pipeline and marketing automation.

Keela and Virtuous compared in full

1.8
GPA

Neon CRM

From $99/mo

Nonprofit CRM priced by revenue raised, with unlimited records.

- Neon CRM also covers dashboards.

Keela and Neon CRM compared in full

2.4
GPA

Little Green Light

Free trial · from $45/mo

Donor management database for small and mid-size nonprofits.

- Keela also covers workflow automation and sMS marketing.
- Little Green Light also covers tasks.

Keela and Little Green Light compared in full

1.8
GPA

DonorPerfect

Paid

Donor management and fundraising software for nonprofits.

- Keela also covers sMS marketing.

Keela and DonorPerfect compared in full

Quick answers

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

12

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 Keela free?

No. Keela is a paid product, starting at $164 per month for up to 1,000 contacts, billed annually.

How much does Keela cost?

Keela lists 4 plans. Up to 1,000 contacts: $164 per month, up to 1,000 contacts, annual ($190 monthly).

What platforms does Keela work on?

Keela is available on Web.

Does Keela offer any discounts?

Keela publicly lists the following: Save up to 23% paying annually.

Does Keela have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Keela is listed for Web.

Does Keela have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Keela is listed for Web.

Is Keela open source?

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

Who makes Keela?

Keela is made by Networks for Change Inc.

What are the alternatives to Keela?

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

How does Keela compare with other CRM tools?

Keela's GPA of 1.4 is higher than 0 of the 116 other CRM tools we grade, and level with 2.

Is Keela good value for money?

ToolGPA grades Keela D for value for money. Its paid plans start at $164 a month, against a middle price of $29 for the category: 82 of the 93 others that charge start lower.

Could I make my own version of Keela?

To replace Keela 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 Keela'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 Keela'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 Networks for Change Inc. Prices change, so check keela.co before you buy.

keela.co/pricing
keela.co/about-us

keela.co

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

Keela, kept up to date

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

toolgpa.com/tools/keela

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded CRM tools after Keela, 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

Givebutter Insider's Guide

Free fundraising platform with a built-in nonprofit CRM

3.0 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 Keela'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. Keela is a trademark of its owner, and this guide is not made, paid for or approved by Networks for Change Inc. Prices and plans change: check keela.co before you buy.