ToolGPA

NOVEMBER 2026

Neon CRM

The Insider's Guide

Nonprofit CRM priced by revenue raised, with unlimited records



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

Made by Neon One · checked Nov 12, 2026 · toolgpa.com

1.8
GPA



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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 Neon CRM's own pages, its app-store listings and our grades. Every fact in it is on Neon CRM's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

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

1.8

GPA, above 16 of the 116 other CRM tools we grade

Neon CRM, from Neon One, is a donor management system for small and midsize nonprofits. It keeps supporter profiles, fundraising campaigns, email and text outreach and reports in one database. Price follows the revenue a nonprofit raises, and events, volunteers and memberships are optional add-ons.

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

> **A database with forms, workflows and reports you build, and onboarding sold separately.**
>
> From our grade for ease of use

1 **Best for a nonprofit donor database with events and memberships**

The price climbs with your annual revenue, and memberships, volunteers and events are each charged extra.

2 **Paid plans start at $99 a month**

As its pricing page puts it: $99 per month, rising with the revenue your nonprofit raises.

3 It runs on Web

Web.

4 Supporter profiles

One record gathers giving history, emails, notes, events and volunteer hours, with segments built from live data.

5 Fundraising tools

Drag-and-drop donation forms, multi-level campaigns, peer-to-peer pages, recurring gifts and grant management are in the base plan.

6 Email, text and journeys

A branded email builder, text messaging and trigger-based stewardship journeys, with unlimited sends and workflows.

7 A 1.8 GPA, above 16 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 Neon CRM you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

Neon CRM at a glance

PRICING
Paid, from $99 per month, rising with the revenue your nonprofit raises

FREE PLAN
No

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Neon One

CATEGORY
CRM Software

OUR GRADE
1.8 GPA, weak

The report card

Best for a nonprofit donor database with events and memberships

Neon CRM is a nonprofit database with unlimited contacts and users, starting at $99 a month. The price climbs with your annual revenue, and memberships, volunteers and events are each charged extra.

TOOLGPA REPORT CARD — **Neon CRM** — Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	$99 a month is the floor and it rises with your revenue. Memberships and volunteers each add 10% and events add 20%.
Free plan and trial	F	No free plan and no trial is listed on the pricing page.
Features	B	Supporter profiles, fundraising, email and text journeys, events, volunteers, memberships, reports and an open API. Nothing in the listing is missing from the job.
Ease of use	C	No store rating on record. A database with forms, workflows and reports you build, and onboarding sold separately.
Platforms and integrations	B	Web, with QuickBooks, Constant Contact, Eventbrite, Zapier and an open API. No mobile or desktop app is listed.

Grade point average — Weak, out of 4.0 **1.8**

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 Neon CRM is for

- ✓ Fits if you run a small or midsize nonprofit and want unlimited records and users
- ✓ Works for groups that run events, volunteers and memberships from one database

Who it is not for

- ✗ Pricey if you are tiny: $99 a month is the starting point and the page gives no further prices
- ✗ Watch out: payment processing runs through Neon Pay and its fees are on another page
- ✗ Watch out: onboarding and data migration packages are sold separately
- ✗ Not for you if you want a free plan or trial, as neither is listed

Good to know

Good for

- ✓ Small and midsize nonprofits that want unlimited records and users
- ✓ Organizations that run events, volunteers and memberships from one database
- ✓ Teams that want phone and chat support without a higher tier

Worth knowing

- ⓘ The price depends on annual revenue; the page gives only the $99 a month starting point.
- ⓘ Memberships and volunteers add 10% of the CRM price each, and events add 20%.
- ⓘ Payment processing runs through Neon Pay; its fees are on a separate page.
- ⓘ Onboarding and data migration packages are sold separately.

What it costs

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

$99

A month to start

Neon CRM is a paid product, starting at $99 per month, rising with the revenue your nonprofit raises.

> **No free plan and no trial is listed on the pricing page.**

From our grade for free plan and trial

NEON CRM

$99

per month and up, based on annual revenue

Unlimited contacts, users, forms, workflows, emails and reports, with chat, email and phone support included.

Read from neonone.com on Nov 12, 2026.

What it does

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

1

Place it runs: Web

Nonprofit CRM priced by revenue raised, with unlimited records. Here is what it does, as its own site describes it, and what it covers: public API, workflow automation, forms, reports, email campaigns, sMS marketing, dashboards.

> **Supporter profiles, fundraising, email and text journeys, events, volunteers, memberships, reports and an open API.**
>
> From our grade for features

Supporter profiles

One record gathers giving history, emails, notes, events and volunteer hours, with segments built from live data.

Fundraising tools

Drag-and-drop donation forms, multi-level campaigns, peer-to-peer pages, recurring gifts and grant management are in the base plan.

Email, text and journeys

A branded email builder, text messaging and trigger-based stewardship journeys, with unlimited sends and workflows.

Dashboards and reports

Live dashboards, more than 50 ready-made reports and a drag-and-drop builder for custom ones, including board reporting.

Events, volunteers and memberships

Optional add-ons cover event ticketing and seating, volunteer shifts and timesheets, and member portals with auto-renewals.

Open API and integrations

Every customer can use the Open API. Listed integrations include QuickBooks, Windfall wealth data, Constant Contact and Zapier.

Where it runs

Web

What it works with

QuickBooks
Windfall
Constant Contact
Eventbrite
Zapier

Neon CRM is made by Neon One.

Where it stands

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

16/116

Other CRM tools it is graded above

Neon CRM's GPA of 1.8 is higher than 16 of the 116 other CRM tools we grade, and level with 20.

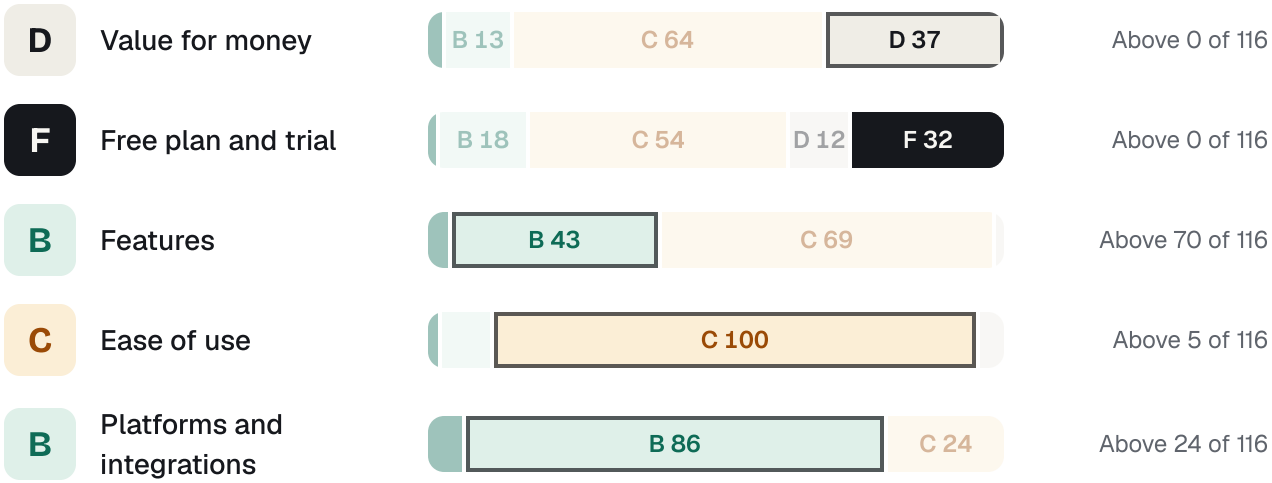
It stands best on features (B, above 70 of 116) and worst on free plan and trial (F, above 0).

Its paid plans start at $99 a month, against a middle price of $29 for the category: 77 of the 93 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 9 tools score higher and cost less.

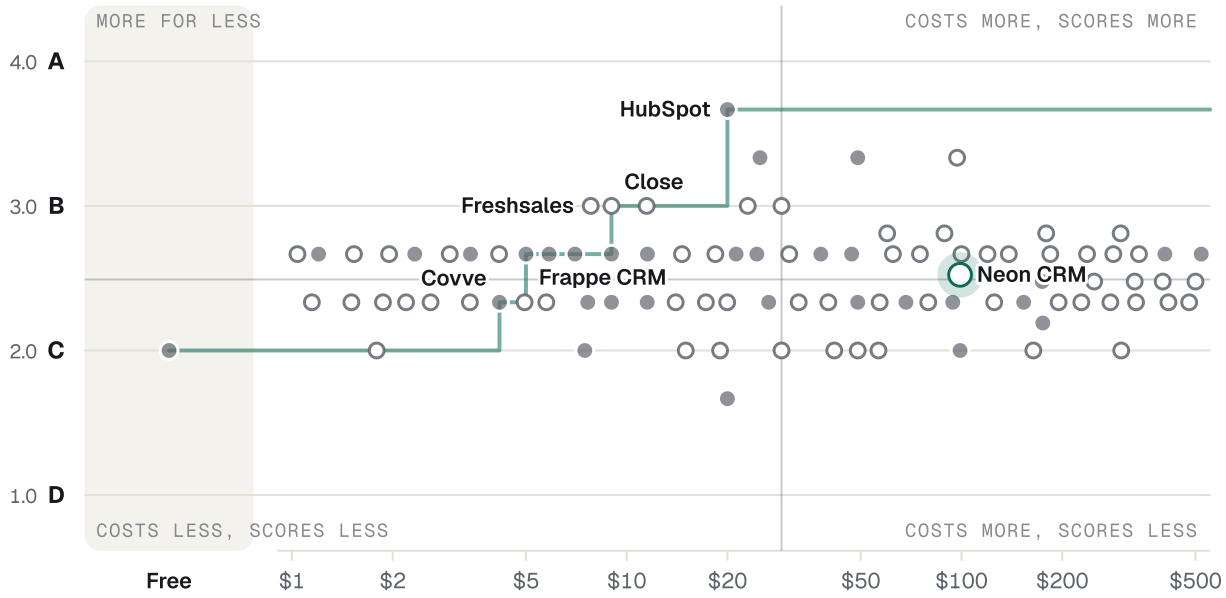
Each grade against the category

Every bar is all 117 CRM tools we grade, cut by the letter each got. Neon CRM'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. Neon CRM 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 Neon CRM you would be making connections to other products, each kept working as those products change. 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: 80 of the 116 other CRM tools grade higher. It costs $1,188 a year.

What you could make

- Reports and forms: an app builder makes these well.

What you could not

- Connections to other products, each kept working as those products change.
- Newsletters sent to thousands of people that still reach the inbox.
- Texts to thousands of numbers, registered with the carriers.
- Connections that pull numbers from dozens of other services.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Neon CRM'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, Salesforce, HubSpot and Zoho CRM

The 5 tools Neon CRM 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.
- Neon CRM also covers sMS marketing and dashboards.

Neon CRM and Bloomerang compared in full

1.8 GPA

Virtuous

Paid

Nonprofit CRM with fundraising, volunteer and analytics products.

- Neon CRM also covers email campaigns, sMS marketing and dashboards.
- Virtuous also covers sales pipeline and marketing automation.

Neon CRM and Virtuous compared in full

2.8 GPA

Salesforce

Free plan · from $25/mo

CRM platform for sales teams with AI agents and a free 2-user suite.

- Salesforce has a free plan. Neon CRM does not.
- Only Salesforce lists iOS and Android apps.
- Only Salesforce lists a browser extension.

Neon CRM and Salesforce compared in full

3.2 GPA

HubSpot

Free plan · from $20/mo

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

- HubSpot has a free plan. Neon CRM does not.
- Only HubSpot lists iOS and Android apps.
- Only HubSpot lists a browser extension.

Neon CRM and HubSpot compared in full

2.6 GPA

Zoho CRM

Free plan · from $14/mo

Sales CRM with a free edition, process automation and Zia AI.

- Zoho CRM has a free plan. Neon CRM does not.
- Only Zoho CRM lists iOS and Android apps.
- Neon CRM also covers forms, reports, email campaigns, sMS marketing and dashboards.

Neon CRM and Zoho CRM compared in full

Quick answers

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

13

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 Neon CRM free?

No. Neon CRM is a paid product, starting at $99 per month, rising with the revenue your nonprofit raises.

How much does Neon CRM cost?

Neon CRM lists one plan. Neon CRM: $99 per month and up, based on annual revenue.

What platforms does Neon CRM work on?

Neon CRM is available on Web.

Does Neon CRM have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Neon CRM is listed for Web.

Does Neon CRM have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Neon CRM is listed for Web.

Is Neon CRM open source?

Neon CRM is not described as open source on its own site, as read on Nov 12, 2026.

Does Neon CRM have an API?

Yes. Neon CRM offers a public API, according to its own site.

What does Neon CRM integrate with?

Neon CRM's listing names QuickBooks, Windfall, Constant Contact, Eventbrite and Zapier.

Who makes Neon CRM?

Neon CRM is made by Neon One.

What are the alternatives to Neon CRM?

The closest alternatives to Neon CRM in our directory are Bloomerang, Virtuous, Salesforce, HubSpot and Zoho CRM.

How does Neon CRM compare with other CRM tools?

Neon CRM's GPA of 1.8 is higher than 16 of the 116 other CRM tools we grade, and level with 20.

Is Neon CRM good value for money?

ToolGPA grades Neon CRM D for value for money. Its paid plans start at $99 a month, against a middle price of $29 for the category: 77 of the 93 others that charge start lower.

Could I make my own version of Neon CRM?

To replace Neon CRM you would be making connections to other products, each kept working as those products change.

Where this guide comes from

The prices, plans, platforms and features were read from Neon CRM's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Neon One's own pages on 12 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 Neon One. Prices change, so check neonone.com before you buy.

neonone.com/solutions/neon-crm-overview/neon… neonone.com/solutions/neon-crm-overview/
neonone.com/pricing/

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

Neon CRM, kept up to date

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

toolgpa.com/tools/neon-crm

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, "Neon CRM: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/neon-crm
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Send them this guide:
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ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded CRM tools after Neon CRM, 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 Neon CRM'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. Neon CRM is a trademark of its owner, and this guide is not made, paid for or approved by Neon One. Prices and plans change: check neonone.com before you buy.