ToolGPA

NOVEMBER 2026

Virtuous

The Insider's Guide

Nonprofit CRM with fundraising, volunteer and analytics products



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

Made by Virtuous · 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 Virtuous's own pages, its app-store listings and our grades. Every fact in it is on Virtuous'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 5 of the 72 other CRM tools we grade

Virtuous is a donor CRM for nonprofits, sold as CRM+ together with separate products for online giving (Raise), volunteers, analytics and donor outreach (Momentum). CRM+ comes in Platform and Enterprise tiers split by annual fundraising revenue, and every price is quoted on request.

To get you started, here are **7 things to know about Virtuous**, taken from its own pages and our grades.

> "
>
> **A donor database with journeys and integrations to set up.**
>
> From our grade for ease of use

1 **Best for a nonprofit CRM, bought on a quote**

Nothing has a published price, and the CRM tier depends on your annual fundraising revenue.

2 **It runs on Web**

Web.

3 **Donor and pipeline management**

CRM+ manages contacts, gifts and donor relationships, with pipeline tracking and unlimited users, according to the pricing page.

4 **Marketing and journey automation**

CRM+ lists marketing and communications tools and workflow and journey automation for donor outreach.

5 **Reporting and analytics**

CRM+ includes reporting. Virtuous Analytics is a separate business intelligence product with role-based reporting and board-ready formatting.

6 **A 1.8 GPA, above 5 of 72**

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

7 **Keep it**

To replace Virtuous you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

Virtuous at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Virtuous	CATEGORY CRM Software
OUR GRADE 1.8 GPA, weak	

The report card

Best for a nonprofit CRM, bought on a quote

Virtuous covers donor management, journeys and reporting for nonprofits, with fundraising forms, volunteers and analytics sold as separate products. Nothing has a published price, and the CRM tier depends on your annual fundraising revenue.

TOOLGPA REPORT CARD	Virtuous	Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published; every product says to request pricing.
Free plan and trial	F	No free plan and no trial is listed on the pricing page.
Features	C	Donor and pipeline management, journeys and reporting. Raise forms, Volunteer, Momentum and Analytics are separate products.
Ease of use	C	No store rating on record. A donor database with journeys and integrations to set up.
Platforms and integrations	B	Web, with Blackbaud and Bloomerang imports and a public API.

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 Virtuous is for

- ✓ Fits if you run a mid-sized or large fundraising team
- ✓ Works for teams building their own integrations on the API

Who it is not for

- ✕ Skip it if you want a price on the page, as every product says request pricing
- ✕ Watch out: CRM+ tiers follow annual fundraising revenue, with Platform up to $5 million and Enterprise above
- ✕ Watch out: forms, volunteers, analytics and outreach are each priced separately
- ✕ Not for you if you want a free plan or trial, because neither is listed

Good to know

Good for

- ✓ Nonprofits that want fundraising, volunteers and analytics from one vendor
- ✓ Mid-sized and large fundraising teams that need Enterprise-tier support
- ✓ Teams building their own integrations on the public API

Worth knowing

- ⓘ No prices are published; every product on the pricing page says to request pricing.
- ⓘ CRM+ tiers are set by annual fundraising revenue: Platform up to $5 million, Enterprise above.
- ⓘ Raise, Volunteer, Analytics, Momentum and Insights are separate products, each priced separately.
- ⓘ Its site answered automated page reads with a bot check, so details here come from the pricing page and API docs.

What it costs

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

Virtuous's current pricing could not be confirmed from its own site.

> **No price is published; every product says to request pricing.**
>
> From our grade for value for money

We could not confirm Virtuous's current prices from its own site, so this guide lists no plans. virtuous.org has them.

What it does

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

1

Place it runs: Web

Nonprofit CRM with fundraising, volunteer and analytics products. Here is what it does, as its own site describes it, and what it covers: public API, sales pipeline, marketing automation, workflow automation, forms, reports.

"

Donor and pipeline management, journeys and reporting.

From our grade for features

Donor and pipeline management

CRM+ manages contacts, gifts and donor relationships, with pipeline tracking and unlimited users, according to the pricing page.

Marketing and journey automation

CRM+ lists marketing and communications tools and workflow and journey automation for donor outreach.

Reporting and analytics

CRM+ includes reporting. Virtuous Analytics is a separate business intelligence product with role-based reporting and board-ready formatting.

Donation forms with Raise

Raise covers customizable donation forms, landing pages, project-based giving and real-time dashboards.

Momentum donor outreach

Momentum gives fundraisers a prioritized donor inbox, personalized email drafting and engagement plans that log back to the CRM.

API and volunteer tools

A public API covers CRM, Raise, Volunteer, Analytics and Momentum. Virtuous Volunteer handles onboarding, scheduling and communication.

Where it runs

Web

What it works with

Blackbaud

Bloomerang

Virtuous is made by Virtuous.

PART 04 · STANDING

Where it stands

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

5/72

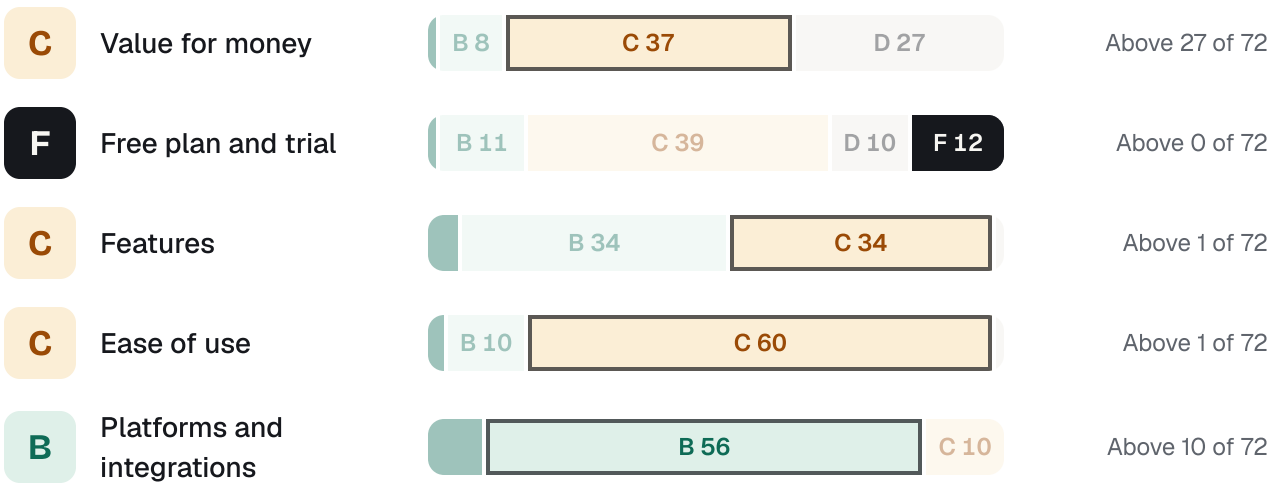
Other CRM tools it is graded above

Virtuous's GPA of 1.8 is higher than 5 of the 72 other CRM tools we grade, and level with 11.

It stands best on platforms and integrations (B, above 10 of 72) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 73 CRM tools we grade, cut by the letter each got. Virtuous's own letter is outlined.



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 Virtuous you would be making email sent in volume that still reaches 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: 56 of the 72 other CRM tools grade higher.

What you could make

- Sales pipeline, reports and forms: an app builder makes these well.

What you could not

- Email sent in volume that still reaches the inbox.
- Connections to other products, each kept working as those products change.
- What a company asks for before it lets staff use something: roles and permissions.

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

The 5 tools Virtuous 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.
- Virtuous also covers sales pipeline and marketing automation.
- Bloomerang also covers email campaigns.

Virtuous and Bloomerang compared in full

1.8 GPA

Neon CRM

From $99/mo

Nonprofit CRM priced by revenue raised, with unlimited records.

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

Virtuous and Neon CRM compared in full

2.8
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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. Virtuous does not.
- Only Salesforce lists iOS and Android apps.
- Only Salesforce lists a browser extension.

Virtuous and Salesforce compared in full

3.2
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HubSpot

Free plan · from $20/mo

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

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

Virtuous 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. Virtuous does not.
- Only Zoho CRM lists iOS and Android apps.
- Virtuous also covers marketing automation, forms and reports.

Virtuous and Zoho CRM compared in full

PART 06 · QUESTIONS

Quick answers

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

11

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 Virtuous free?

No. Virtuous is a paid product.

What platforms does Virtuous work on?

Virtuous is available on Web.

Does Virtuous have an Android app?

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

Does Virtuous have an iPhone app?

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

Is Virtuous open source?

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

Does Virtuous have an API?

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

What does Virtuous integrate with?

Virtuous's listing names Blackbaud and Bloomerang. A listing names up to eight integrations, so it may connect to more.

Who makes Virtuous?

Virtuous is made by a company of the same name.

What are the alternatives to Virtuous?

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

How does Virtuous compare with other CRM tools?

Virtuous's GPA of 1.8 is higher than 5 of the 72 other CRM tools we grade, and level with 11.

Could I make my own version of Virtuous?

To replace Virtuous you would be making email sent in volume that still reaches the inbox.

Where this guide comes from

The prices, plans, platforms and features were read from Virtuous'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 Virtuous's own pages on 12 November 2026. Its pricing page answered us with a bot check, so we carried on from the listing. 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 Virtuous. Prices change, so check virtuous.org before you buy.

virtuous.org/pricing

docs.virtuous.org/

About ToolGPA

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

5,038

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.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Virtuous, kept up to date

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

toolgpa.com/tools/virtuous

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, "Virtuous: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/virtuous
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Know someone choosing between CRM tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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

CRM Software Insider's Guide

Every one of the 73 CRM tools we grade, compared

HubSpot Insider's Guide

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

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Bigin by Zoho CRM Insider's Guide

Pipeline-based CRM from Zoho for small businesses

2.8 GPA

Bitrix24 Insider's Guide

Flat-priced CRM with tasks, chat, video calls and a site builder

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 Virtuous'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. Virtuous is a trademark of its owner, and this guide is not made, paid for or approved by Virtuous. Prices and plans change: check virtuous.org before you buy.