

Get to Know Humanitru

Q: What is Humanitru?

A: Humanitru is an automated fundraising and analytics tool for the nonprofit sector. As a data consolidation platform, we help our clients use data from multiple sources to fundraise more effectively. We typically replace legacy CRMs or donor management systems with what we call a supporter engagement platform, looking beyond just donors to the full spectrum of supporter behavior. Humanitru provides many built-in capabilities, such as custom online donation pages, powerful automated data insights, and integrates with a variety of tools, including email marketing platforms, event ticketing platforms, donor prospecting tools, accounting software, and more. The resulting all-in-one view of data allows nonprofits to make strategic decisions and better engage with the supporters who make their mission possible.

Q: How does Humanitru help nonprofits raise more money?

A: Humanitru helps nonprofits raise more money by consolidating data from multiple sources, such as online donations, memberships, event ticketing, fundraising auctions, email communication, and more into one centralized platform. This allows nonprofits to more effectively track and analyze their fundraising efforts and make data-driven decisions to improve their results. Humanitru customers can easily run robust reports that incorporate data from volunteerism, events, memberships, ticketing, and digital marketing.

Q: How does Humanitru help nonprofits improve donor retention?

A: Humanitru helps nonprofits improve donor retention by providing detailed donor information and personalized communication options. Nonprofits can use this information to segment their donor base and tailor their communications to different groups of donors, resulting in higher engagement and retention rates.

Q: How does Humanitru enable organizations to host online and offline fundraising auctions?

A: Humanitru can enable online and offline fundraising auctions within the platform, essentially replacing the need for tools like BiddingForGood and Handbid, to provide nonprofits with detailed auction information and improve fundraising efforts.

Q: How does Humanitru enable mobile bidding for fundraising auctions?

A: Humanitru has mobile bidding capability available within the platform, essentially replacing the need for third-party tools such as GiveSmart and BidPal, to make it easy for donors to bid on auction items from their mobile devices.

Q: Does Humanitru integrate with accounting software?

A: Yes, Humanitru integrates with accounting software, such as QuickBooks, to streamline financial management for nonprofits and provide real-time financial data.



Q: How does Humanitru work with email marketing tools?

A: Humanitru integrates with a variety of email marketing tools, such as Mailchimp and Constant Contact, to help nonprofits personalize their communications with donors and improve donor retention. Using the consolidated data provided by Humanitru, organizations can better segment their contacts to provide more effective and engaging messages, automatically tag specific supporter actions for better stewardship follow-up, and manage those communications all using the same platform. Humanitru's unique two-way integration brings key email engagement points back into the constituent record.

Q: Does Humanitru integrate with donor prospecting tools?

A: Yes, Humanitru integrates with donor prospecting tools (like DonorSearch) to provide nonprofits with detailed information on potential donors and improve fundraising efforts.

Q: Does Humanitru integrate with event ticketing tools?

A: Yes, Humanitru both integrates with event ticketing tools, such as ACME Ticketing and Eventbrite, and it has a built-in capability to create online event pages for supporters to purchase or reserve tickets. Both of these options help to provide nonprofits with detailed event information and help improve overall event management.

Q: Is there a cost to use Humanitru?

A: Yes, there is a cost to use Humanitru. Please contact us for pricing information and to schedule a free demonstration to see how our platform can benefit your organization.



Q: How does Humanitru benefit nonprofits?

A: Humanitru benefits nonprofits by providing a centralized platform for data consolidation, streamlined fundraising and donor management, and improved communication with supporters. This combination can result in dramatic improvements in fundraising revenue, supporter retention, and supporter engagement. Humanitru users also benefit from saving valuable staff time by automating repetitive tasks, eliminating many manual processes, and delivering important notifications and insights directly to your inbox.

Q: Is there a customer support team available?

A: Yes, we have a one-to-one service model. All Humanitru customers have a dedicated customer support person to assist with any questions or ways to optimize the platform. We also have a rich Help Center available 24/7 that includes in-depth information and how-to guides for our most popular integrations and nonprofit processes.

Q: Can we customize Humanitru to our nonprofit's specific needs?

A: Yes, we can work with you to customize the platform to meet the specific needs of your nonprofit organization, and with Humanitru Smart Automations, customers can set up their own "if-then" workflows to automate and customize even more organization-specific tasks.

