Blackbaud Raiser's Edge NXT v. Salesforce Nonprofit Cloud

The TrustRadius Research Team's analysis of where Raiser's Edge NXT outperforms Salesforce

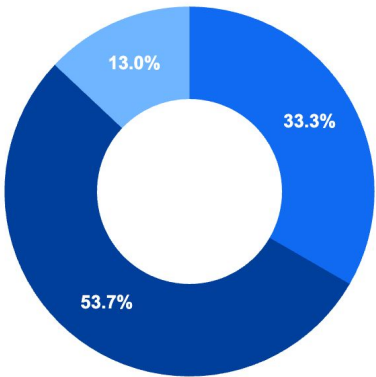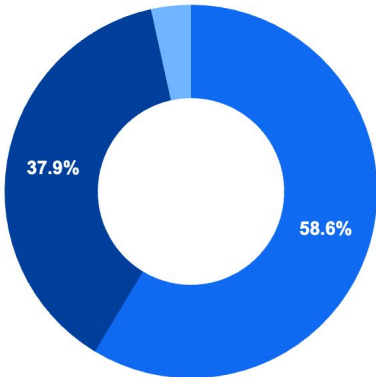Raiser's Edge NXT is a **TrustRadius award-winning** product

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Raiser's Edge NXT Nonprofit Focus	Salesforce General Solution
Blackbaud Raiser's Edge NXT is **purpose-built for nonprofit fundraising**. Users appreciate its more robust feature set for everything from relationship management to events to gift processing to reporting. Reviewers frequently reference Blackbaud's expertise in the nonprofit sector.	Salesforce was not originally built with nonprofits in mind. Users say that it is a **less robust solution** and that it's for-profit language and logic doesn't always translate well to the nonprofit sector.

On Raiser's Edge NXT's Nonprofit Specialization:

★★★★☆

"Blackbaud is a best-in-class system...they have been doing this longer than the competition and only work with nonprofits (unlike Salesforce, which has a more general use for various industries). Blackbaud Raiser's Edge NXT was easy to use, has the functionality to do a lot more than the competition, and came with both web-based options and the traditional RE module ...all back to the cloud online."

Joel Cencius, CFRE* | CDO (Chief Development Officer) | St. Joan Antida High School

TrustRadius

Raiser's Edge NXT Scalability

TrustRadius Reviewer Company Size Breakdown

- 33.3%
- 53.7%
- 13.0%

Salesforce Growth Limitations

TrustRadius Reviewer Company Size Breakdown

- 58.6%
- 37.9%

■ Small businesses (1-50 employees)

■ Mid-sized companies (51-500 employees)

■ Enterprises (1,001+ employees)

Raiser's Edge NXT is used by nonprofit organizations of all sizes, at all stages of growth.	Salesforce is reviewed primarily by smaller nonprofits, indicating it may be less suitable to organizations with more complex and specialized fundraising needs.
Raiser's Edge NXT receives a **10/10 performance rating** from TrustRadius reviewers, who highlight custom reporting and analytics as areas where Raiser's Edge performs particularly well.	Salesforce users express frustration with **limited reporting capabilities for their use cases**, and with customized reports they do build running slowly or failing to load at all.

On Growing With Raiser's Edge NXT:

★★★★☆

"In other roles I've used Salesforce and Bloomerang, both of which were great systems and had their own pros. Blackbaud Raiser's Edge NXT is by far my favorite, mostly due to its limitless potential. NXT can meet you where you are, whatever size organization, and can grow with you. It is what you need it to be at any point in your organization's life cycle, and I really appreciate that."

Lindsay Harmon* | Donor Specialist, Analytics and Insight | Kansas City Hospital and Palliative Care

Raiser's Edge NXT Ease of Use	Salesforce Customization Required
TrustRadius reviewers say Raiser's Edge NXT is **easy to use and learn** compared to Salesforce.	Reviewers report that Salesforce has a large learning curve, and that having some **users with technical skills is necessary** to make the most out of the software.
Raiser's Edge NXT **offers more nonprofit fundraising functionality out of the box**, and reviewers report that it's easy to integrate with other platforms.	Reviewers say that Salesforce does not provide necessary functionalities for nonprofits without customization, and that **developers must build out features or create integrations via APIs**.

On the Relative Complexity of Salesforce and Raiser's Edge NXT:

"I prefer Raiser's Edge to Salesforce CMS. Raiser's Edge is way less complicated and has a lower barrier for entry. The training is also easier. It works better to manage real donor relationships, integrates with Outlook, pulls lists easier and has a way better email messaging tool."

Verified User* | Employee | Fundraising Company

On Salesforce's Nonprofit Fundraising Capabilities as Compared to Raiser's Edge NXT's:

"Salesforce is not a good solution for nonprofits - it's just not geared toward DONOR management and fundraising."

Cameron Alzubi* | Director of Gift Administration | Illinois Institute of Technology