

EveryAction Acquires DonorTrends

Predictive Analytics Fundraising Product Fuels EveryAction's Rise in Nonprofit Market

Washington, D.C., June 6, 2019 – EveryAction, a leading software provider for nonprofit fundraisers, announced today that it has acquired DonorTrends. The acquisition empowers EveryAction's clients to raise more money and furthers EveryAction's strategy of bringing innovation in revenue generation to its SaaS products.

"We are excited to continue to drive innovation in the nonprofit space, this time by bringing the fundraising insights of the DonorTrends team to the 15,000 organizations that use EveryAction. Fundraisers fuel our clients' important causes. By better empowering them to use actionable data and innovative tools, we help them to do more good," said EveryAction CEO Stu Trevelyan. "Clients of both companies will be better able to predict which donors will likely become a monthly donor, increase their annual giving, or reactivate. Donor asks will become more targeted and fundraisers will have better guidance in when to ask and in what channel to ask first. Smarter segmentation and better optimized donor journeys will result in more immediate and long-term revenue for the nonprofit organizations both companies serve."

EveryAction offers a best-in-class Digital, Fundraising and Organizing SaaS products, with a unified customer relationship management (CRM) platform that effectively serves large and small nonprofits, as well as campaigns through its existing NGP VAN brand. EveryAction clients include some of the largest and most successful organizations, including the National Audubon Society, Planned Parenthood Federation of America, and Covenant House International. EveryAction revenue grew by 47% in 2018, and with annual revenues of \$50M per year, is now one of the largest, and also one of the fastest, growing providers of software to nonprofits.

DonorTrends uses actionable data and analytics to empower nonprofits to raise more money and retain more donors. They give fundraisers the tools to turn data into dollars. Through the acquisition, DonorTrends clients will gain access to EveryAction's

Fundraising and Digital products, and EveryAction's unique CRM – the only unified CRM for nonprofits capable of serving large nonprofits.

Caity Craver and Ben Miller, recognized for their fundraising insights across the nonprofit sector, lead the DonorTrends team. They have helped organizations like Common Cause, Plan International USA, and The Children's Defense Fund raise more money with greater efficiency, including through leveraging artificial intelligence and

machine learning. DonorTrends will become a division of EveryAction, headed by Craver and Miller.

“My mantra for fundraisers is: Do something **today to impact revenue, response, and retention**. EveryAction has the right team and vision to enable DonorTrends to help nonprofits do all three. I can’t imagine a better fit or where we will be able to do more for nonprofits,” said DonorTrends CEO Caity Craver.

“EveryAction affords DonorTrends the opportunity to bring our proven fundraising insights to more nonprofits facing a changing donor environment. We help fundraisers generate more revenue today and thrive in a data driven future. We couldn’t be more thrilled to join EveryAction,” said DonorTrends Chief Analytics Officer Ben Miller.

The acquisition follows EveryAction’s partnership with Insight Partners last August, through which Insight Partners provides capital for the company’s growth. Insight is a leading venture capital and private equity firm focused on high-growth technology and software companies, with a 20+ year track record in partnering to scale businesses. EveryAction is a platform investment of the firm’s \$6.3B Fund X, closed in 2018. EveryAction also acquired ActionKit on May 8, 2019 and will continue to be active with additional acquisitions.

About EveryAction

EveryAction has grown into one of the largest and fastest growing providers of Digital, Fundraising, and Organizing SaaS tools to nonprofits and progressive campaigns. EveryAction clients raise billions of dollars each year, engage with millions of donors, and recruit millions of supporters. Built and supported by nonprofit experts, EveryAction’s tools allow nonprofits of all sizes to optimize interactions with supporters and prospects, enabling fundraisers to raise more money in less time. EveryAction is headquartered in Washington, D.C., with another major office in Boston. EveryAction is fueled by passionate people who truly care about doing more good, with a love of important causes and innovative technology. For more information, visit www.everyaction.com or follow us on Twitter [@everyactionhq](https://twitter.com/everyactionhq).

About DonorTrends

DonorTrends is a leading fundraising analysis firm that has helped major nonprofits use actionable data to more efficiently generate additional revenue and more effectively engage donors. Their clients especially like their predictive tools that allows fundraisers to better project who is likely to become a sustaining donor, a midlevel donor or reactivated donors. Direct Response innovator, Roger Craver is a Donor Trends investor. For more information on their full suite of tools, visit [.www.donortrends.com](http://www.donortrends.com).

About Insight Partners

Insight Partners is a leading global venture capital and private equity firm investing in high-growth technology and software companies that are driving transformative change in their industries. Founded in 1995, Insight has raised more than \$23 billion and invested in over 300 companies, as well as more than 200 M & A transactions for our portfolio companies. Our mission is to find, fund and work successfully with visionary executives, providing them with practical, hands-on growth expertise to foster long-term success. Across our people and our portfolio, we encourage a culture around a core belief: growth equals opportunity. For more information on Insight and all its investments, visit www.insightpartners.com or follow us on Twitter [@insightpartners](https://twitter.com/insightpartners).