
| Fundraising and Technology in Nonprofits |



"We rise by lifting others" Robert Ingersoll



Soft credits in Fundraising

"The Power of Community-Led Fundraising" by the podcast Uncharted Grounds. The hosts delve into the concept of community-led fundraising and its potential to create positive social change. They discuss how community-led fundraising differs from traditional fundraising models and the advantages of involving local communities in fundraising initiatives."

The discussions I've had with a few nonprofits about tracking and recording soft credits in the CRM (Constituent Relationship Management) served as the basis for this post. When a nonprofit receives donations, it should keep track of the different types of credit it receives, such as hard credit and soft credit. Hard credits are straightforward: when an entity, be it an individual or an organization, makes a donation to a non-profit, the entity receives a hard credit for the donation. Hard credit is granted only to the legal entity that donated its own funds. Soft credits, on the other hand, are a way to track a donor's contribution to a nonprofit organization when the donor is not the



Book recommendation

"The Business of Changing the World" is a book by Raj Kumar, the founding president of Devex. The book explores the ways in which billionaires, and social entrepreneurs are transforming the global aid industry, and how these changes are shaping the future of global development.



- Proposal writing made simpler and smarter, a

primary contributor. This credit type is assigned to an entity that may not have made a direct donation but has had a significant impact on the decision to make a donation to your organization.

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**Father of Social
Entrepreneurship Bill
Drayton**

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Masterclass presented by
Priya Panikkar.

- June 16th
- 4-5:30 p.m.
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