



Contact: Justin Cross, Director of Syndicated Research  
Phone & Fax (888) 722-6723  
info@campbellrinker.com  
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# Press Release

## Thousands of Nonprofits Provide Feedback on Accounting Solutions *Three Campbell Awards earned by top-rated products.*

VALENCIA, CA – Three accounting software products received a Campbell Award for their exceptional ratings in a recent nationwide survey of approximately 3,000 nonprofits. The winners are...

- The Financial Edge from Blackbaud
- Sage MIP Fund Accounting from Sage North America
- QuickBooks Nonprofit Edition software from Intuit

This is Sage MIP Fund Accounting's fourth consecutive Campbell Award from this study.

"Our ultimate goal is to provide customers with an extraordinary experience," said Krista Endsley, senior vice president and general manager for Sage Nonprofit Solutions. "Sage MIP Fund Accounting helps improve the daily lives of nonprofit accounting professionals, while also helping organizations demonstrate financial and organizational accountability."

This is The Financial Edge's second consecutive Campbell Award from this biennial study.

"It is an honor to be recognized again with a Campbell Award for The Financial Edge by the nonprofits we partner with every day," said Lou Attanasi, Blackbaud's senior vice president of products. "This award is a reflection of Blackbaud's commitment to our customers, and our ongoing practice of incorporating their feedback into our software solutions. Our goal is to equip organizations of all types and sizes with exactly what they need to accomplish their financial management goals."

The other versions of QuickBooks, CYMA Fund Accounting Software, and several editions of Peachtree by Sage Premium Accounting for Nonprofits were also highly recommended by nonprofit customers.

One interesting finding of the study is that smaller nonprofits will be more likely than larger nonprofits to keep their current solution when they next review the accounting solutions they use. Larger nonprofits are more likely to upgrade their current solutions when they next review them.

Response	Organization Revenue	
	Under \$1 million (n= 1,607)	\$1 million or more (n= 1,044)
Upgrade the current solution	44%	52%
Change to a different solution	10%	13%
Keep the solution as-is	27%	20%
Not sure	19%	15%

"This result is insightful." said Dirk Rinker, President of Campbell Rinker. "Despite being in the heart of a tough recession, nearly half the nonprofits surveyed recognize the need to improve their accounting software solutions. At the same time, they've been extremely generous in offering some great advice to other nonprofits about the accounting solutions they've found to work best for them. We salute these Campbell Award winners!"

The Campbell Award was established in 2002 to recognize excellence in nonprofits and the companies that serve them.

The survey was conducted online by Campbell Rinker during September 2009, with the cooperation of TechSoup Global. TechSoup Global is a recognized leader in bringing technological empowerment and philanthropy to social benefit organizations. Visit their website to qualify for free and reduced price software and hardware: [techsoup.org](http://techsoup.org)

The survey gathered information on user satisfaction, pricing preferences, purchasing habits, and organizational scope and size. Campbell Rinker thoroughly screened respondents to ensure accurate results. Thirty-nine percent of survey respondents have final purchase authority for accounting solutions, and about seven in ten respondents report using their primary accounting solution at least once a week.

Additional results from this study are available at: [campbellrinker.com/temp/Accounting.pdf](http://campbellrinker.com/temp/Accounting.pdf)

Campbell Rinker specializes in providing market research to both nonprofits and the companies that serve them. Campbell Rinker is a member of the Council of American Survey Research Organizations and the Marketing Research Association.