About Novus

What We Do... Strategy / Design / Storytelling / Web Development / HubSpot / Digital Fundraising / Donor Engagement

Your story matters. Let’s share it in a new way. We’re a team of creators, strategists, and technologists who help nonprofit organizations create sustainable tomorrows, today.

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Novus (NVS)

Stakeholder(s):

**Nonprofits**: It's time to eliminate friction in the constituent experience. Today's donors care deeply about channeling their energy, skills, and disposable income toward social good. Today’s nonprofits must align their giving programs and communication strategies with how constituents buy, sell, and consume information.

**Donors**: It's time to eliminate friction in the constituent experience. Today's donors care deeply about channeling their energy, skills, and disposable income toward social good. Today’s nonprofits must align their giving programs and communication strategies with how constituents buy, sell, and consume information.

**Novus Team**

**Tony Fraga**: Co-Founder + Chief Fundraising Officer

**Zach Busekrus**: Co-Founder + Chief Brand Strategist

**Frankie Garcia**: Co-Founder + Lead Digital Strategist

**Sam Lee**: Chief Design Officer

**Charlie Fraga**: Senior Fundraising Consultant

**Teresa Debrey**: Senior Operations Consultant

**Maddy Ledon**: Senior Content Strategist

**Shane Kehl**: Senior Digital Marketing Consultant

**Robert Gonzalez**: Web Development Manager

**Vision**

Sustainable tomorrows

**Mission**

To transform the way nonprofits attract, engage, and inspire their constituents

**Values**

Transparency: Your donors live in 2020. Are you ready to meet them? Let’s work together to close gaps that exist around transparency, accountability, and reliability in fundraising.

Accountability

Reliability
**Legacy**: Together, we’ll explore the ways in which you can maintain the legacy and integrity of your organization while also pivoting in ways that take advantage of the fundraising strategies and tactics that resonate with today's supporters.

**Integrity**
Advocacy

Build sustainable communities of advocates to financially support mission projects

Stakeholder(s)

Nonprofits

Advocates

We partner with organizations that are ready to build a sustainable community of advocates that will become the financial supporting beams for tomorrow’s mission projects.

1. Consulting

Provide on-demand strategic marketing consulting for nonprofit professionals

Stakeholder(s):

Slack

What is Insights? This private, members-only Slack workspace delivers you 24/7 access to professional development, education, and personalized support, organized into an array of topic-specific channels

Nonprofit Professionals

2. Tools & Vendors

Discover software, partners, agencies, and associations

Candor – honest reviews for the community, by the community. It's sort of like Yelp but for the tools and vendors that surround and support charitable organizations. With Candor, you can discover the right software, partners, agencies, and associations for your nonprofit.

Stakeholder(s):

Charitable Organizations

Software Vendors

Nonprofit Associations

Candor-Rated Organizations

Novus Agency

Marketing Automation, Social Media Management, Marketing Agencies, Fundraising Consultants, Website Design & Developers, Digital Advertising Agencies

HubSpot

CRM, Marketing Automation, Social Media Management, Website Design & Developers

The Novus Show

Industry Resources

Kindful

CRM

Bloomerang

CRM, Donor Database

DonorSnap

Donor Database, Fundraising Software

Salsa CRM

CRM, Marketing Automation, Website Design & Developers

Blackbaud CRM

CRM, Donor Database, Fundraising Software

Stripe

Online Giving Platforms, Fundraising Software

Drift

Chat and Texting, Website Design & Developers

Givebutter

Online Giving Platforms, Chat and Texting

HelpGood

PR Firms, Marketing Agencies, Fundraising Consultants, Branding Agencies, Website Design & Developers, Digital Advertising Agencies

The Shoestring Agency

PR Firms, Marketing Agencies, Branding Agencies, Website Design & Developers, Digital Advertising Agencies

Meyer Partners

Fundraising Consultants

Narrative Strategic Communications

PR Firms
Stakeholders (continued)

Blackbaud Fundraising: Fundraising Software

DonorPerfect Fundraising Software: CRM, Online Giving Platforms, Fundraising Software

Salsa Engage: Marketing Automation, Online Giving Platforms, Social Media Management, Fundraising Software

SharpSpring: Marketing Automation

Classy: Donor Database, Online Giving Platforms

Whole Whale: Social Media Management, Marketing Agencies, Digital Advertising Agencies

4aGoodCause: Fundraising Software

The Nonprofit Alliance: Membership Associations

Elevation Marketing: Marketing Agencies, Branding Agencies, Website Design & Developers, Digital Advertising Agencies


Funraise: CRM, Donor Database, Online Giving Platforms, Fundraising Software

Tithe.ly: Donor Database, Online Giving Platforms, Fundraising Software

Sprout Social: Social Media Management

UpLeaf: Marketing Agencies, Website Design & Developers, Digital Advertising Agencies

ALDE: Events, Membership Associations

Catholic Volunteer Network: Events, Membership Associations

Nonprofit Leadership Alliance: Events

Firespring: Marketing Agencies, Branding Agencies, Website Design & Developers, Digital Advertising Agencies

Wired Impact: Website Design & Developers

Media Cause: Marketing Agencies, Fundraising Consultants, Branding Agencies, Website Design & Developers, Digital Advertising Agencies

The Cause Agency: Social Media Management, Marketing Agencies, Fundraising Consultants, Branding Agencies, Website Design & Developers

Nonprofit Quarterly: Industry Resources

The Storytelling Nonprofit: Industry Resources

Huffpost Impact: Industry Resources

Salesforce for Nonprofits: CRM, Donor Database, Fundraising Software

Road Warrior Creative: Social Media Management, Marketing Agencies, Branding Agencies, Website Design & Developers, Digital Advertising Agencies

Timmermann Group: Marketing Agencies, Fundraising Consultants, Branding Agencies, Website Design & Developers, Digital Advertising Agencies

Ironpaper: Marketing Agencies, Branding Agencies, Website Design & Developers, Digital Advertising Agencies

Prosper Strategies: Marketing Agencies, Fundraising Consultants

Adept: Social Media Management, Marketing Agencies, Website Design & Developers, Digital Advertising Agencies

Upright: PR Firms

Chariot Creative: Marketing Agencies, Branding Agencies, Website Design & Developers, Digital Advertising Agencies

Atomicdust: Social Media Management, Marketing Agencies, Branding Agencies, Website Design & Developers, Digital Advertising Agencies

Mission Minded: Branding Agencies, Website Design & Developers, Digital Advertising Agencies
Stakeholders (continued)

**Fifty & Fifty**:  
Social Media Management, Marketing Agencies,  
Branding Agencies, Website Design & Developers,  
Digital Advertising Agencies

**Angel Oak Creative**:  
Social Media Management, Marketing Agencies,  
Fundraising Consultants, Branding Agencies,  
Website Design & Developers, Digital Advertising Agencies

**Network for Good - Software**:  
CRM, Donor Database, Marketing Automation, Chat and Texting

**Nonprofit Marketing Guide.com**:  
Industry Resources

**NonprofitReady.org**:  
Industry Resources

**Top Agency**:  
Social Media Management, PR Firms, Marketing Agencies,  
Branding Agencies, Website Design & Developers, Digital Advertising Agencies

**Navitas Marketing**:  
Social Media Management, Marketing Agencies,  
Branding Agencies, Website Design & Developers, Digital Advertising Agencies

**Network for Good - Resources**:  
Industry Resources

**Nonprofit Marcommunity**:  
Industry Resources

**Nonprofit Hub**:  
Industry Resources

**AmpliFund**:  
Grant Management

**CharityEngine**:  
CRM, Donor Database, Online Giving Platforms

**DonorPerfect**:  
CRM, Donor Database, Marketing Automation, Online Giving Platforms

**EveryAction**:  
CRM, Donor Database, Marketing Automation, Online Giving Platforms

**Fluxx Grantmaker**:  
Grant Management

**Submittable**:  
Grant Management

**WizeHive**:  
Grant Management

**NeonCRM**:  
CRM, Donor Database, Marketing Automation

**Aplos**:  
Online Giving Platforms, Accounting Software

**Financial Edge by Blackbaud**:  
Online Giving Platforms, Accounting Software

**Sage Intacct**:  
Online Giving Platforms, Accounting Software

**Quickbooks**:  
Accounting Software

**Xero for Nonprofits**:  
Accounting Software

**Virtuous**:  
CRM, Donor Database, Marketing Automation

**Pushpay**:  
Online Giving Platforms

**Eleo**:  
CRM, Donor Database, Marketing Automation, Online Giving Platforms

**MemberLeap**:  
Donor Database, Marketing Automation, Events Management

**GiveSmart**:  
Online Giving Platforms, Fundraising Software

**MobileCause**:  
Online Giving Platforms, Chat and Texting, Fundraising Software

**Wild Apricot by Personify**:  
Donor Database, Marketing Automation, Online Giving Platforms, Website Design & Developers, Fundraising Software, Events Management

**NTEN**:  
The Nonprofit Technology Conference by NTEN — Events

**uluad**:  
Digital Advertising Agencies

**Nonprofit Storytelling Conference**:  
Events

**NIO Summit**:  
Events

**Dreamforce**:  
Events

**The Center for Nonprofit Resources**:  
Events, Membership Associations

**The Chronicle of Philanthropy**:  
Events, Industry Resources

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Stakeholders (continued)

Collaborative by Classy:
Events

NonProfitPlus:
Accounting Suite — Accounting Software

MemberClicks:
CRM, Donor Database, Events Management

GiveGab:
Online Giving Platforms, Fundraising Software

Swell:
Marketing Automation, Online Giving Platforms, Fundraising Software, Events Management

Donate.ly:
Online Giving Platforms, Chat and Texting, Fundraising Software

PeerToPeer Professional Forum:
Events, Membership Associations

grounded.world:
Marketing Agencies, Branding Agencies, Digital Advertising Agencies

AudioGO:
Digital Advertising Agencies

NTEN:
Membership Associations

The National Council of Nonprofits:
Membership Associations

Lipman Hearne:
Social Media Management, Marketing Agencies, Branding Agencies, Digital Advertising Agencies

CDR Fundraising Group:
Marketing Agencies, Digital Advertising Agencies

ResourceOne:
Marketing Agencies, Fundraising Consultants, Digital Advertising Agencies

Donorly:
Fundraising Consultants

Aly Sterling Philanthropy:
Fundraising Consultants

Cornershop Creative:
CRM, Branding Agencies, Website Design & Developers

Brian Lacy & Associates:
Donor Database, Fundraising Consultants

Heller Consulting:
CRM, Fundraising Consultants

CCS Fundraising:
PR Firms, Marketing Agencies, Fundraising Consultants

Changing Our World, Inc.

One & All:
Marketing Agencies, Fundraising Consultants

Cureo:
Industry Resources

Sumac:
CRM, Donor Database, Marketing Automation, Online Giving Platforms, Fundraising Software, Accounting Software, Events Management

MonkeyPod:
Grant Management, Accounting Software

MoonClerk:
Online Giving Platforms, Fundraising Software, Accounting Software

FundRazr:
Donor Database, Online Giving Platforms, Social Media Management, Events Management

DNL Omnimedia:
CRM, Donor Database, Fundraising Consultants, Website Design & Developers

Qgiv:
Online Giving Platforms, Social Media Management, Chat and Texting, Fundraising Software, Events Management

Giveeffect:
CRM, Donor Database, Marketing Automation, Online Giving Platforms, Website Design & Developers, Fundraising Software, Events Management

Keela:
CRM, Donor Database, Marketing Automation, Online Giving Platforms, Fundraising Software, Grant Management, Accounting Software, Events Management

Fundly:
CRM, Donor Database, Online Giving Platforms, Fundraising Software, Events Management

Little Green Light:
CRM, Donor Database, Online Giving Platforms, Fundraising Software, Events Management

Give Lively:
Online Giving Platforms, Fundraising Software, Events Management

GolfStatus:
Events Management

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Rallybound:
  CRM, Donor Database, Events Management

NonProfitPlus:
  Grant Management, Accounting Software

iMIS:
  CRM, Donor Database, Marketing Automation,
  Fundraising Software, Events Management

DotDrives:
  CRM, Donor Database, Fundraising Software,
  Events Management

ProspectView Online:
  CRM, Donor Database, Fundraising Software, Grant
  Management

Omatic:
  Marketing Automation, Online Giving Platforms,
  Fundraising Software

Gesture:
  Fundraising Software, Events Management

Flipcause:
  CRM, Events Management

DonorTools:
  CRM, Donor Database, Online Giving Platforms,
  Fundraising Software

CaseWorthy:
  CRM, Events Management

DonorDrive:
  Donor Database, Online Giving Platforms, Fundraising
  Software, Events Management

Revv Fundraising Platform:
  CRM, Donor Database, Marketing Automation, Online
  Giving Platforms, Fundraising Software, Events Management

Candidate:
  Industry Resources

Council on Foundations:
  Events, Industry Resources

TechSoup:
  Industry Resources

Society for Nonprofits:
  Membership Associations, Industry Resources

Nonprofit Resources:
  Social Media Management, Marketing Agencies,
  Fundraising Consultants, Website Design & Developers,
  Grant Management

Alliance for Nonprofit Management:
  Membership Associations

Mission:
  CRM, Donor Database, Online Giving Platforms,
  Chat and Texting, Fundraising Software, Grant
  Management, Events Management

GivingTools:
  Donor Database, Fundraising Software, Events Management

@Pay:
  Donor Database, Online Giving Platforms, Chat and
  Texting

CharityWeb:
  Online Giving Platforms, Fundraising Software

Morweb:
  Website Design & Developers

MORAD Creative Agency:
  Marketing Agencies, Branding Agencies, Website
  Design & Developers, Digital Advertising Agencies

Executive Service Corps-United States:
  Membership Associations, Industry Resources

Focused on Fundraising:
  Fundraising Consultants, Industry Resources

Straight North:
  Website Design & Developers, Digital Advertising
  Agencies
3. Brands

Put donors at the center of nonprofit brand stories

Forget "lift"...it's time to talk about shift — You don't just need a prettier website. You need a brand that puts the donor at the center of your story.

Stakeholder(s):
Nonprofit Brands  Donors