



 veevArt
eTapestry vs Veevart
Fundraising

Veevart vs eTapestry Feature Comparison

eTapestry was founded in 1999 and is a platform dedicated to all type of Fundraising operations. Although it is a stable platform, our customers moved away from it due to its lack of integration capabilities, their lack of key museum oriented features, and their level of service

Veevart offers a museum-specific oriented platform that is constantly innovating to give museums super powers in order to allow them to execute on their strategies. We focus on building their 360° view of their constituent, increase their fundraising capabilities, and simplify their operations by providing them with the best platform on the market

The main points of differentiation are not only our level of service, but also the integration of all the different operations within a single platform. Integration with your mail system will also be game-changer for your fundraising operations

Veevart

eTapestry

Donation Management

- Unlimited number of online donation forms
- Make donations online and onsite
- Notified of online donations in real-time
- Support different payment methods
- Get everything registered instantly
- Create personalized reports of donations
- Tax Receipts and other documents
- When customers check out online or on mobile devices can prompt them to add on a donation

- Online Donations happen through Blackbaud and then they are integrated into eTapestry
- Notified of online donations in real-time
- IRS & CRA Receipts

Peer to Peer

Currently in Product Development Pipeline

Empower Peer-to-Peer fundraisers

Membership Management

- Membership management online and onsite
- Create as many memberships as desired
- Benefits and discounts apply automatically
- Combine memberships with tickets.
- Sell memberships online and POS
- Assign specific funds to the membership
- Create Membership Programs and Specific Funds/Capital Campaigns
- Assign forms to capture member information
- Send purchase or renewal letters
- Fully customize membership records
- Members can log in on any device to renew, purchase tickets and redeem pre-sale offers and special discounts. No password required.

- Create memberships and set their status and levels
- Customize different information fields
- Create queries from the memberships and the members
- Sell memberships online

	Veevart	eTapestry
Campaign Management	• Create strategies that prompt contacts or prospects to take action • Create groups and segments • Track ROI on each strategy • Track the efficiency of the strategy used • Keep track of different campaign statistics • Survey Responses • Available email marketing integrations (Mailchimp, Constant Contact, Marketing Cloud & Pardot)	• Create categories to organize different templates for marketing campaigns. • Tracking data
Digital Membership Cards	Yes	No
Recurring donations	Donors can donate periodically to the museum. The donation is automatically deducted at the donor's discretion.	Donors can donate periodically to the museum. The donation is automatically deducted at the donor's discretion.
Auto-renewal memberships	Memberships can be automatically renewed. You can also choose how often you want to renew the memberships.	N/A
Process online payments	Yes	Yes

	Veevart	eTapestry
Events	• Mass communications • Online events • Ticket sales with Membership Discounts • Support multiple types of events • Reports • Collecting & track donation • Track data related to event attendance	• Mass communications • Online events • Ticket sales • Reports • Collecting & track donation • Track data related to event attendance
Donations and membership acknowledgements	• Thank you letters • Personal emails • Targeted mass emails • New Membership Notification • Renewal Notification • Automatic Membership Expiration Notifications • Donation confirmation letter	• Thank you letters • Personal emails • Targeted mass emails • Donation confirmation letter
Reporting	• Standard Reports • Custom Reports • Export Report to Excel • Automatic Report Delivery • Dashboards and graphic depiction of reports • Integrate third-party data and configure additional data elements for queries and outputs.	• Standard Reports • Custom Reports

Constituent Management
& 360° view

Veevart

360-degree view of your supporter

- Manage different types of accounts: households, organizations, and contacts.
- Full display of constituent KPIs such as Membership, membership ID, last visit date, visits per year, behavior in tickets, shop, and donations
- Constituent interaction tracking - includes integration with Gmail and Outlook
- Access to donation and purchase records
- Duplicate Management

Quick Actions:

- Make a donation
- Buy a ticket
- Quick update
- Duplicate and Merge

eTapestry

360-degree view of your supporter

- Plenty information of the accounts, such as biographical information, volunteer, related contacts and past interactions, membership information, alumni/ school information, gift information.
- Address finder service, look for newly updated addresses for the supporters

Quick Actions

- Create Custom Account Query
- Check for Possible Duplicates
- Generate Account Summary Report