

Blue Utopia is a technology company dedicated to helping people and organizations that seek to make the world a better place. We build *powerful, affordable, easy-to-use software* to help nonprofit organizations build awareness, raise money, engage supporters, and manage operations more efficiently in order to fulfill their mission and drive social change.

The Blue Utopia System

Online Marketing and Communication

- Professional, full-featured websites
- Easy website management tools
- Mass email broadcasting
- Advocacy tools
- Social media integration
- Private, secure, ad-free email accounts

CRM/Supporter & Donor Management

- 360° view of every constituent relationship
- Complete donor records and histories
- Optimized communication and list-building
- Integrated social media profiles
- Volunteer tracking and outreach

Fundraising

- Secure, branded online donation pages
- Real-time donation reports
- Donor segmentation and prospecting
- Automatic donation source reports
- Automated handling of follow-up tasks

Financial Management & Reporting

- Dashboard reports and notifications
- Easily enter and track all transactions
- Hundreds of pre-populated reports

Awesome Support™ and Premium Services

- Complete system setup and personal training
- Fast, professional tech support
- Worry-free technology management
- Custom web design services
- Online consulting services

What Makes Us Different?

Ease of Use. Our system is highly intuitive, with powerful tools that can be mastered in minutes. Everyone on your team—not just the “experts”—can use our system without time-consuming or expensive training, which increases productivity and allows you to capture, manage, use and share information across your organization more effectively.

Affordability. Our solutions are priced to allow nonprofits of all sizes—including very small, resource-constrained organizations—to benefit from powerful enterprise-level technology without breaking the bank. We offer scaled pricing that correlates with the size of your organization.

Comprehensive Integration. We provide an entire IT infrastructure with every function fully integrated in a single database, allowing you to perform complex tasks with just a few clicks. Each of our systems include a full range of high-quality features that can be accessed from anywhere you have internet access.

Worry-Free Technology. With our 100% cloud-based system, there is nothing to download or install. We manage every aspect of the technology including backups, security, updates, hosting—everything. We setup and configure your system, provide personal training, and back it all up with professional support resources available by phone, email, and online. We call it Awesome Support™, and it’s aptly named.

Our Nonprofit Package Solutions

- 1) Online System:** A full-featured website and content management system with mass email broadcast, secure online donations, and other online communication and advocacy tools.
- 2) Fundraising System:** A centralized CRM database system with secure online donations, advanced fundraising capabilities, and financial management tools to complement your existing website.
- 3) Integrated System:** A comprehensive system with website, email broadcast, secure online donations, and other online communication and advocacy tools, all sitting atop an integrated CRM platform.