Moving from QuickBooks to a Donor Management System

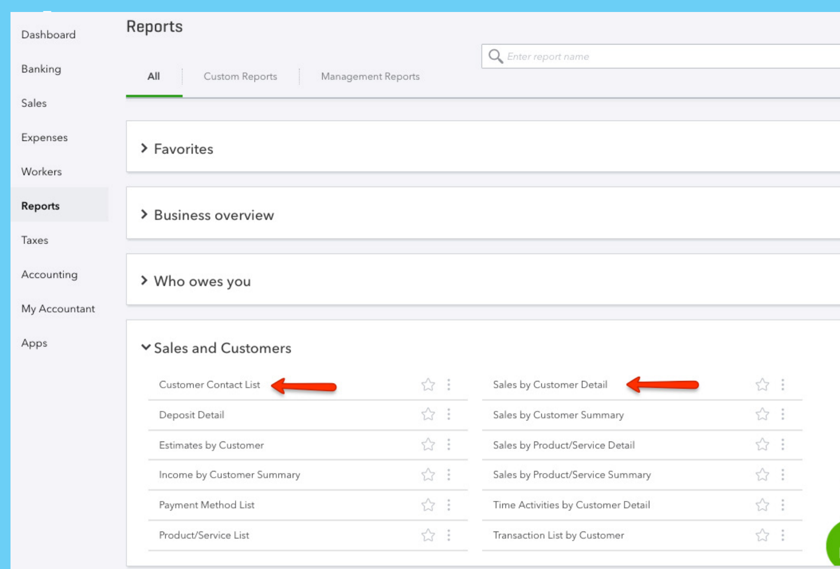
DonorSnap
Donor Management Made Easy

QuickBooks is an excellent small enterprise accounting system; it is not, however, designed to be a donor management system. Features valuable to a Donor Management System, such as pledges, mailing lists, donation acknowledgements, and electronic gifts are not QuickBooks options. On the other hand, general ledger, trial balance and financial statements are not integral parts of any Donor Management system. The solution is having both accounting and Donor Management systems fully integrated with each other. Fortunately, the process of moving from QuickBooks to a Donor Management System is straightforward and regularly accomplished.

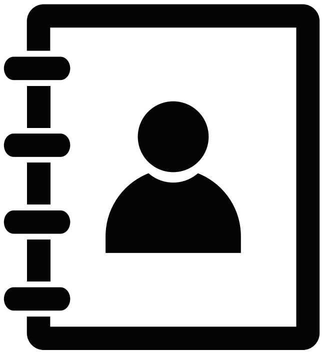
First, it is important to identify the data that will be moved into your Donor Management system. If the extent of your data is limited to QuickBooks information, the process is quite simple. However, like many organizations, if the accounting information is in QuickBooks and the mailing lists stored in Excel, there is additional necessary preparatory work. Either way, we've got you covered, as both scenarios are outlined in this document.

Data Exclusively from QuickBooks

As mentioned above, this is the easiest of scenarios. There are two Excel spreadsheets that you will need to export from your QuickBooks system. These spreadsheets can be exported by running the Customer Contact List and the Sales by Customer Detail lists that are standard in all versions of QuickBooks (both online and desktop). Both reports, when run, will have an option to download the data to excel. However, there are a few adjustments you should make prior to downloading...



Customer Contact List



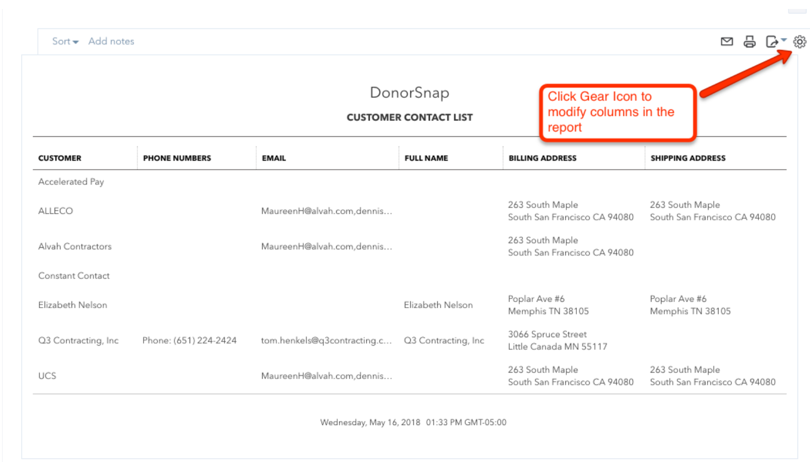
This report (in some versions of QuickBooks, typically older, desktop versions, it is labeled Donor Contact List) contains the following fields:

- Customer (This is the unique code that QuickBooks uses to track all your data. You need to be certain to not modify this field at anytime or you will not be able to link your Donors to their donations.)
- Full Name
- Email
- Phone Numbers
- Billing Address
- Shipping Address

*Note: some versions of QuickBooks have more fields shown in the standard report. Extra fields will not cause an issue.

Step 1. Modify

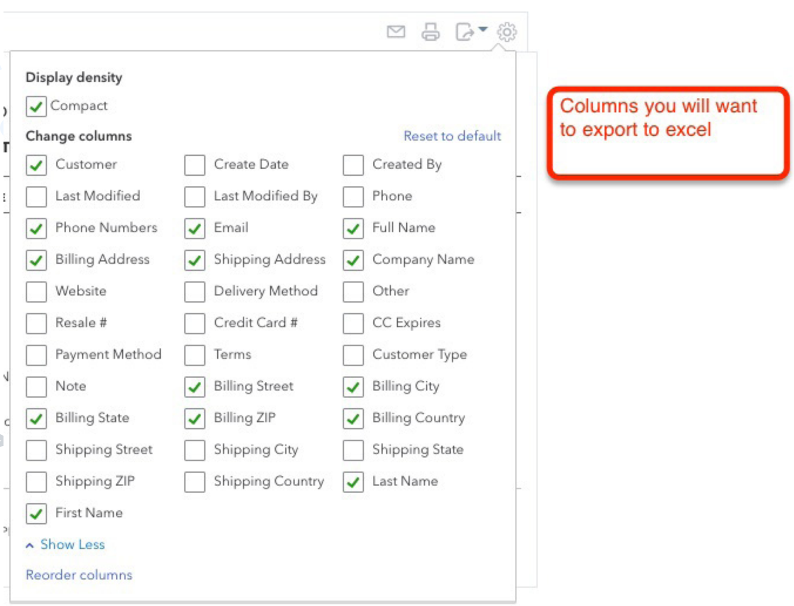
The format of the Billing Address or Shipping Address is not conducive to importing into a Donor Management system. Neither is the Full Name, as all the critical data components will be in one cell in the Excel spreadsheet you download. You will need to modify the report contents by clicking on the "gear icon" and showing all the data fields available for your contact.



Check the following fields:

- First Name
- Last Name
- Company
- Billing Street
- Billing City
- Billing State
- Billing Zip
- Billing Country
- Note
- Create Date (If you want to put this date into your new system to see when you first started to track a contact).
- Website (if you use this information).

Once the report fields are modified, re-run the report to obtain the complete contact list to download into Excel.



Step 2. Split Names

This may be a more difficult task as QuickBooks uses the Customer Name to track everything. This name, however, is not always in the correct format for mailings and Donor Management systems, which is why it is important to download First, Last and Company. Since QuickBooks does not require these fields to be completed when loading data, often those responsible for inputting the data do not spend the time or have the need to segment the name into these separate components. However, it is necessary have names and company properly split in a Donor Management system, in order to have a salutation, formal acknowledgment and mailing labels.
The easiest way to assess the task on hand, to identify names that need to be split, is to work within your downloaded Excel spreadsheet and use the filtering tools. You can sort by blank spaces in the Company and Last Name data fields. When you set these filters, you'll have an idea as to the number of records that need to be manually cleaned up prior to loading into your new system. If the number is small, then simply work your way down the list and type in the Company/First Name/Last Name information. If the number is large, there are some Excel tools you can use to help automate the task.

In many QuickBooks systems, the Customer name appears as: "Last Name" "Comma" "First Name". For example, "Smith, John". If your data has been consistently entered this way, use the Excel Text to Columns command to automatically split the names into the portion before the comma and portion after. This command will often separate 50%-60% of the names correctly. However, it will not effectively break apart names such as "Smith, John T." or "American Company, Inc". One has a middle initial that needs to be removed, and the other contains a legitimate comma contained in the Company name. Unfortunately, unless you can discern a pattern, you will likely need to manually break these names apart into their components.

*Note: if we do the conversion for you, we've developed several computer programs that identify a large number of name patterns that will automatically split apart 90%-95% of the names correctly.

Once your names are broken apart your Customer Contact data is ready for importing into your Donor Management System.

Sales by Customer Detail

This report is a detailed record of all transactions over a specified period of time. If your organization entered data using the Deposit Ticket option, you may need to run Deposit Detail.

Step 1.Capture Data

We recommend capturing all your data in QuickBooks, (unless there is a reason not to), for the transfer to your new system. In order to do this, use the date parameters of "1/1/1900" until the current date. This ensures all donation transactions will be captured in one spreadsheet (which is by far the easiest way to handle the data). The basic fields in this report usually are:

• Date (Donation Date)
• Customer (Your link to the Contact Record)
• Transaction Type (Generally not used, but may be helpful if you have transaction types such as Journal entries you want to delete before loading data into your new system)
• Num (generally a sequential number from QuickBooks that is of little value for your Donor Management system - unless you are a Canadian organization and have been using this as your tax id number)
• Product/Service (This may become your Appeal or Campaign, depending on how your organization used this data when entering donations).
• Memo/Description (Donation Notes)
• Qty
• Sales Price
• Amount (Donation Amount)
• Balance (Ignore)

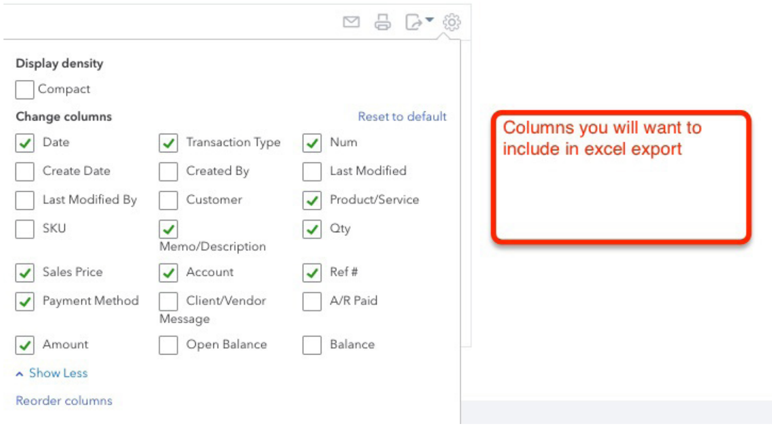
As with the Contact report, it is necessary to modify this report before exporting to include additional fields:

• Account (Donation Accounting field in most systems)
• Ref # (Usually the check number. Most systems have a reference number field in their donation detail)
• Payment Method
• Class - Not all QuickBooks users will see this field. You will only see it if your organization uses this feature in QuickBooks.

Step 2. Download to Excel

Once you have all of the desired fields you can download the data to Excel. You don't have to do any data manipulating to get the information into your new Donor Management system, but you may want to clean up and standardize Accounting Codes, Campaign or Appeal codes,

Once these two spreadsheets are complete, you are ready to use your Donor Management systems tools to load the data in.



Of Additional Note

• The Customer field must match between the Contact record and the Donation record. If you try to consolidate duplicate Contacts before loading into your new system, make sure you change the Customer field in the Donation record(s) to match the surviving Customer in the Contact table.

• Minimize the length of time between the export of Donation records from QuickBooks and import into the Donor Management system. Any record entered into QuickBooks after the export of data will need to be manually entered into the Donor Management system until the integration between systems is initiated.

• Consider using the Donor Management system to track donations in detail, and use the QuickBooks system to track the donation information at the General Ledger level. Keeping two sets of contact records in sync is a time consuming and error prone process. If properly structured, your Donor Management system can be your subsidiary ledger to your QuickBooks General Ledger. (The accountants in your organization will often be reluctant to give up the comfort of having a ledger within QuickBooks. Involve them in the Donor Management selection and training process so they can be comfortable getting any report they need from the new system.)

Data from QuickBooks and Excel

This is the most common scenario we encounter, as organizations generally use QuickBooks to track their donations and Excel for all their mailing lists. Organizations often use Excel as it can be shared, doesn't require any specialized knowledge or log in information and is far easier to work with for names and addresses.

Step 1. Determine "Best" Source of Data

When combining data from multiple sources, determine which list has the best name and address information as a starting point. More often than not it is the Excel spreadsheet and will likely be the basis of your Contacts for importing into your new Donor Management system.

Step 2. Match Donations from QuickBooks to Contacts in Excel

In order to match the donations from QuickBooks to the contacts from the Excel spreadsheet, assign a unique number to all of the contacts in the Excel spreadsheet. This can be done by inserting a blank column and entering the following formula: ="A"&row(). Next, copy this formula into all cells in the column. You'll see that each record is now labeled with "A" and the row number. You'll need to copy this whole column and then do a Paste Special to replace the formula with the actual data. If you don't do this, each contact's unique number will change every time you do a "sort", since the formula will now have a new row number to interpret into the ID.

Step 3. Ensure Excel Data is Clean for Export

Once the rows are numbered, you can check the following to ensure the Excel data is clean and ready for loading into the new system:

• Names broken up into: Title, First, Last, Company.
• Titles are standardized: Do you want to use "Mr. & Mrs." or "Mr. and Mrs." Pick a method and standardize all the titles.
• Are all states abbreviated properly?
• Check the zip codes: Do they all have 5 digits? It makes no sense to introduce incomplete data.
• Do you have User Defined fields? (Fields of information you want to track in your new system that are not standard in the new system). An example might be Membership Expiration Date or Church Affiliation. You should review these user defined fields and make sure that the data is standardized if it is not being brought in as a text field.
Usually you have the option of creating the following:
• Date field: If this is what you choose, ensure all dates are valid. Use the filter function in Excel, as it will quickly highlight non-date fields.
• Numbers or Currency: also rely on Excel filters to check for bad data.
• Yes/No

• Drop Downs: if you want to create drop downs in your new system then you need to make sure you standardize the data in excel before loading. For example, you may have a Volunteer Type field that you want to put in your new system. If the volunteer positions of Receptionist and Front Desk are synonymous, make sure you only use one title in the Excel spreadsheets. Computers recognize only what you type, thus Driver and Drivers present two different choices.

Step 4. Prepare QuickBooks Data for Matching

Once your Excel data is cleaned, the next step is getting your QuickBooks data ready for matching. You'll need to follow the same steps from the QuickBooks only section with regards to the QuickBooks Sales Contact list. The names will likely need to be broken into their various components to use Excel to do automated matching. You will also want to add an ID number column to your QuickBooks spreadsheet. The goal is to now assign the unique ID in your Excel List to the appropriate contact in the QuickBooks list.

Step 5. Assign unique ID in Excel to appropriate contact in QuickBooks

With relatively short lists, this can be achieved by sorting both lists in the last name order, then viewing them on the screen at the same time. You can manually walk through the Excel list and then look in the QuickBooks list for the match. When found, type or copy the Excel ID into the QuickBooks list. Repeat this process until all names in the list have been covered.

Step 6. Identify individuals with #N/A in their ID field

The last step in getting your Contacts ready for entry is to browse the QuickBooks list and identify individual contacts that still have #N/A in their ID data field. Determine if you want to create a contact record for any of the individual contacts that still have #N/A in their ID field. If you do, you should first assign a unique number to the unmatched records. You can use the formula previously utilized, substituting "B" '="B"&Row()'. A Similar formula as used in the Excel spreadsheet but now all the QuickBooks only contacts will begin with a "B" in the ID field. Once you've assigned this new number, you can sort all the ID's in order and copy the "B" records into your Excel Contact list. You may need to use an intermediate spreadsheet to reformat the data so that the columns will align with the Excel Contacts prior to adding them to the bottom of your spreadsheet.

Step 7. Readying Quick Books Donation Data

Once the prior steps are completed, the Contacts are complete and can be entered into the new system. The next step is getting the QuickBooks Donation data ready. You would follow the exact same steps as you did in the "Data Exclusively from QuickBooks" section to clean up your donations. There is, however, one additional step to complete: The new ID number needs to be copied into every donation record. You can do this by using Vlookup to look up the customer name from the Donation sheet in the QuickBooks Contact list. When matched, you would return the unique ID number to the QuickBooks Donation sheet.

Finally, the donations can be imported into the new system. You should check to make sure that the total of the donations in the Excel spreadsheet match the totals in the new system. Once this step is complete your data conversion is complete.