





Building Better Fundraising Infrastructure for Nonprofits

Good Soup is a nonprofit fundraising operations consultancy that partners with funders, corporate sponsors, and nonprofit technology companies to provide nonprofits with the fundraising infrastructure they need to grow, sustain donor relationships, and maximize revenue. By refining fundraising technology, streamlining donor data, and implementing best practices, Good Soup ensures nonprofits have the infrastructure they need to focus on their mission.

Founded on the belief that strong operational foundations fuel lasting impact, Good Soup partners with funders, corporate sponsors, and nonprofit technology companies to provide nonprofits with the essential tools and expertise to optimize their fundraising efforts.

Good Soup exists to build stronger, efficient fundraising infrastructure for nonprofits, ensuring they have the right systems, technology, and strategies to raise money with confidence and sustainability.

Good Soup stands for transparency, sustainability, efficiency, and community—values that shape every project, partnership, and solution offered. It inspires nonprofits to embrace clarity, collaboration, and smarter fundraising strategies so they can thrive long-term.



Who Good Soup Partners With

- Nonprofit funders & foundations looking to invest in nonprofit sustainability by providing their grantees with fundraising operations support through Good Soup.
- Nonprofit technology companies looking to enhance product adoption and implementation.
- Nonprofit development teams in need of expert guidance on optimizing donor operations and reporting.

If Good Soup were a person, it would be your strategic fundraising operations partner—the one who understands nonprofit challenges inside and out and helps solve them with clear, actionable solutions. The brand voice is warm, approachable, and solutions-focused, ensuring clients feel supported and understood.



FUNDRAISING, BUT COZIER

Fundraising shouldn't be stressful. Good Soup creates a calm, thoughtful approach to donor data and tech, making the process smooth, supportive, and refreshingly simple.



ORIGIN STORY

As a frontline fundraiser with limited time and resources, I leaned on technology to simplify workflows and strengthen donor engagement. That experience led to Good Soup—helping nonprofits build smarter, stress-free fundraising operations.



FUNDRAISING & TECHNOLOGY

Good Soup makes fundraising tech easy, intuitive, and actually useful. No more clunky systems—just the right tools and strategies to help nonprofits focus on what matters most: their mission.



Thank you for your interest in partnering with Good Soup.

I believe fundraising should feel less overwhelming. Nonprofits deserve systems that work, strategies that make sense, and operations that support—not hinder—their impact. That’s why I created Good Soup: to help organizations feel equipped and confident in navigating the complex world of fundraising.

My goal is simple: to make this work easier so nonprofits can focus on what truly matters—raising the resources your organization needs to thrive. This is the support I wish I had when I started, and it’s the approach I bring to every partnership.

I’d love to explore how we can collaborate to bring more clarity, efficiency, and heart to fundraising.

With love,
Dena