



Blackbaud NetCommunity™ for Cultural Organizations

strengthening patron relationships, growing new donors

Connect Your Patrons, and They Will Connect with You

In today's busy world, it's easy to lose touch with your patrons. But your ability to help maintain relationships between your supporters carries immense value. By helping them to stay connected, you help maintain your own enduring connection with them. You create a dynamic, two-way communication vehicle to help you stay in touch as your organization and base of patrons and supporters evolve.

Invest in Your Patrons, and They Will Invest in You

Often, patrons wish to stay in touch but find your organization's communication vehicles — Web site, email, or direct mail — impersonal, confusing, and frustrating. Without a sense of "belonging" to your organization, patrons quickly become busy and focus on other organizations soliciting their donations, and you lose valuable financial supporters. But when you provide the vehicle to help them stay connected and make critical next-step transitions, you foster a mutual friendship that benefits both your organization and your patrons.

What's Keeping You from Your Patrons...and Their Money?

You are a busy cultural organization with hundreds or thousands of patrons and supporters and as many records to maintain. Maybe you're a smaller organization whose resources are spread too thin to focus on anyone other than existing patrons, rather than working on cultivating new supporters. Or perhaps you're a larger organization with a dedicated development office, but you've still seen a decline in support over the past few years. Regardless of your size or daily challenges, Blackbaud is here to help you connect with your patrons and turn their loyalty into support.

common challenges

- ◆ Data is stored in multiple locations and systems, making it inefficient or impossible to keep information current
- ◆ Your organization does not leverage the full power of the Internet to increase support and donations and decrease costs
- ◆ Scarce staff resources force the job of fostering patron relationships to fall down the priority list
- ◆ Even small changes to your Web site cost time and money
- ◆ Patrons and supporters demand easy-to-use services they can access on their own schedule

introducing Blackbaud® NetCommunity™

foster patron relationships to raise more while spending less

Blackbaud NetCommunity enables your organization to create an interactive online network for patrons and supporters, fostering a sense of connectivity between them and your organization and significantly reducing the amount of time and money your staff must spend on administrative tasks. Best of all, it seamlessly integrates with **The Raiser's Edge®**, our comprehensive fundraising and constituent relationship management solution, so you always have a single source of up-to-date patron information across your entire organization.

With **Blackbaud NetCommunity**, patrons may visit your Web site and receive timely, targeted communications at their convenience, wherever they have access to the Internet. When patrons log in, the system creates personalized Web pages unique to their interests, with appeals specifically targeted to them. They can communicate with other patrons and search customized directories for other patrons. To save you time and administrative work, **Blackbaud NetCommunity** provides a way to review changes made to records before updating them in **The Raiser's Edge**.

The old adage of "build it and they will come" simply doesn't work with Web sites. You cannot wait for patrons to visit your site; you must reach out to them with directed and targeted communications. You need an integrated approach for your Web site, development efforts, and any other interactions with patrons. **Blackbaud NetCommunity** provides that integrated solution, with the power to develop targeted emails and to send them out on your timetable. Create "teaser" emails, inviting patrons to read more about topics that interest them. Broadcast your newsletters to targeted audiences, increasing visibility and traffic to your Web site with links to specific pages, performances, exhibits, educational events, and/or registration forms. Simplify your fundraising efforts with targeted online appeals and reminders. Best of all, our expert **Blackbaud NetCommunity** consultants can help you develop the best online strategy for your unique organization.

"Our organization is using NetCommunity to personalize Web site content and target our message to the specific groups of people we want to reach."

— Jeremy Reese, Director of Information Technology, Students In Free Enterprise



Blackbaud® NetCommunity™ at-a-Glance



“NetCommunity is a perfect fit for us. The seamless integration with our current Raiser’s Edge database allows us to have better interaction with our alumni and build closer relationships.”

— Tim Channell, Director of Alumni and Parent Relations, West Virginia Wesleyan College

Benefits to the organization:

- ◆ Provides a comprehensive solution that allows you to use all the critical information you already have in **The Raiser’s Edge**®
- ◆ Compiles a single view of your patrons and your interactions with them in **The Raiser’s Edge**
- ◆ Decreases costs and errors by eliminating dual data entry with your Web site and **The Raiser’s Edge**
- ◆ Supports around-the-clock service for donations, memberships, and profile updates
- ◆ Provides easy-to-use, do-it-yourself Web maintenance tools, making it simple for anyone in your office to make Web site changes
- ◆ Reports on site activity and email campaigns to help you target communications and appeals
- ◆ Processes secure credit card gifts and automatically enters them into **The Raiser’s Edge**
- ◆ Allows quick and easy creation of online update forms that conform to the business rules and standards set in **The Raiser’s Edge** via built-in content management tools

Benefits to the patrons:

- ◆ Enjoy a sense of belonging and loyalty with personalized Web pages and emails
- ◆ Receive timely, targeted communications that appeal to their interests
- ◆ Find other patrons or supporters by securely searching online directories
- ◆ Update biographical information to share changes in personal status
- ◆ Make donations online with a secure environment and simple steps



who else can benefit from Blackbaud® NetCommunity™?

Your Web site naturally extends to prospective supporters whether in your community or around the world. These constituents have many of the same needs to connect and communicate; they seek ways to share information and stay current on news. By establishing a Web presence and online community, you make it easier to stay connected with patrons and supporters once they're part of your community — in effect reducing future outreach costs.

how can we better use information about visits to our Web site?

Blackbaud NetCommunity can provide you with powerful, real-time statistics on constituent usage and emails. As often as you wish, you can report on Web page visitor activity to measure your site's effectiveness in easy-to-understand reports. Use these measurements to determine what content should be updated to generate more interest and retire outdated content. Your development or marketing office can easily update Web pages without having to involve the technology staff. Additionally, when your patrons or supporters wish to donate, **Blackbaud NetCommunity** processes credit card gifts securely and enters them for you into **The Raiser's Edge®**, dramatically reducing staff resource needs and streamlining your online gift receipt process!

Blackbaud NetCommunity allows you to provide personalized Web content for each visitor to your site using information captured and stored in **The Raiser's Edge**. For example, existing patrons and supporters can log in to your Web site. A board member of your organization might see a link to the agenda for the next board meeting, whereas a volunteer in the box office wouldn't see the agenda but might see an article about upcoming volunteer opportunities.



implement with expert help every step of the way

“Blackbaud consultants have been amazingly responsive to our needs, and helpful in leading us through the Web design process. We appreciate the time they took to make this project happen so quickly.”

— Judy Myers Anderson, Director of Advancement Services, Florida Atlantic University

Consulting Services:

Our expert consulting services team offers comprehensive guidance to help ensure your success. Let us take the complexity and uncertainty out of setting up your Web site or online community! From collaborative planning and analysis to site development, program deployment, and training, our consultants stand ready to provide a smooth implementation process to help get your team up and running as quickly as possible. We offer standardized service packages that provide different levels of assistance, depending on the level of experience and resources at your organization.

During the course of a **Blackbaud® NetCommunity™** engagement, our consulting services team will assist you in developing the vision for your implementation. In addition to helping build your Web site or online community, we can assist with other concepts, such as developing your online strategy, defining personalized experiences for your patrons and supporters, bringing best practices/lessons learned from our other successful implementations, and helping you align the site with your organizational processes and programs.

Training and Education:

Learn how to get the most of **Blackbaud NetCommunity** at every level of your organization.

Training options include:

- ◆ Online training
- ◆ Onsite development training

Customer Support:

Our friendly, knowledgeable client maintenance team values lifelong relationships with our clients. We offer a total package, providing ongoing support at a level that's just right for your organization, including:

- ◆ Fast, reliable customer support, accessible via Web, phone or email
- ◆ Unlimited, around-the-clock access to self-service resources
- ◆ New software releases
- ◆ Embedded help files, user guides, and weekly technical bulletins
- ◆ User group meetings, Web forums and regional conferences



trust the worldwide leader

Join approximately 13,000 nonprofit organizations around the globe including more than 1,400 cultural organizations and museums, zoos, and aquariums that depend on Blackbaud products and services for fundraising, financial management, business intelligence and school administration. Blackbaud is the leader in providing software and related services designed specifically for nonprofits.

Founded in 1981 and headquartered in Charleston, South Carolina, Blackbaud also has operations in Canada, the United Kingdom and Australia.

additional blackbaud solutions

The Patron Edge®: Complete ticketing management solution designed to manage operations, boost attendance, and increase revenue.

The Raiser's Edge®: Complete fundraising solution that helps you communicate with your constituents and make better decisions through segmentation, analysis, and powerful reporting capabilities.

The Financial Edge™: Full suite of financial management software that puts critical information into a nonprofit manager's hands to make key decisions. Provides general ledger, A/R, A/P, payroll, student billing, POS, and nonprofit-specific reports.

The Information Edge™: The first business intelligence solution that helps nonprofit professionals get a holistic view of constituent, financial, and program activities. Powers insightful decision-making and mission performance monitoring.

Blackbaud Analytics™: Identify and focus on most likely supporters with **ProspectPoint™** predictive donor modeling and **WealthPoint™** wealth identification services.

Data Enrichment Services: Data cleansing and append services that strengthen your data to enhance your fundraising efforts.

Business Forms: Convenient, professional forms guaranteed to fit perfectly with Blackbaud software.

Contact us today to schedule a solution demonstration or to learn more about how **Blackbaud® NetCommunity™** can help you reconnect with your alumni and turn their loyalty into donations:

www.blackbaud.com/netcommunity

get started today

To learn more about **Blackbaud® NetCommunity™**, visit www.blackbaud.com/netcommunity or contact your Blackbaud account representative.

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2000 Daniel Island Drive

Charleston, SC 29492

Toll-free: 800.443.9441

Email: solutions@blackbaud.com

www.blackbaud.com

about Blackbaud

Blackbaud is the leading global provider of software and related services designed specifically for nonprofit organizations. Approximately 16,000 organizations use one or more of Blackbaud products and consulting services for fundraising, financial management, Web site management, school administration, and ticketing. Blackbaud's solutions include **The Raiser's Edge®**, **Team Approach®**, **The Financial Edge™**, **The Education Edge™**, **The Patron Edge®**, **Blackbaud®NetCommunity™**, **The Information Edge™**, **WealthPoint™**, **ProspectPoint™**, and **donorCentrics™**, as well as a wide range of consulting, analytical, and educational services. Founded in 1981, Blackbaud is headquartered in Charleston, South Carolina and has operations in Cambridge, Massachusetts; Toronto, Ontario; Glasgow, Scotland; London, England; and Sydney, Australia.

Blackbaud®

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