

## Blackbaud's Solution for Nonprofit Organizations

**Blackbaud's Solution for Nonprofit Organizations** is the only solution that helps build stronger relationships with supporters, make smart strategic decisions, achieve the highest level of fiscal transparency and accountability, and evaluate the performance of every initiative or department in real-time. All with the click of a mouse!

Partnering with Blackbaud can ensure that your relationship management, fundraising, financial management, stewardship, communication, marketing, and more result in the excellence your supporters expect.

### WITH BLACKBAUD'S SOLUTION FOR NONPROFIT ORGANIZATIONS, YOU CAN:

- **Foster lifelong relationships:**
  - Attract and retain supporters with an interactive, online community and showcase a well-branded website.
  - Provide supporters with an easier way to give and communicate with you and each other.
  - Foster lifelong relationships with supporters by creating a website that supports your relationships with targeted, relevant communications and content.
  - Deliver targeted, timely communications through direct mail, electronic newsletters, and personalized emails.
  - Achieve a complete view of relationships by recording every interaction you have with supporters.
  
- **Demonstrate fiscal responsibility and stewardship:**
  - Gain a better understanding of your organization with trend and financial analysis.
  - See a holistic view of organizational health and make strategic decisions.
  - Share timely, accurate information with key stakeholders through distributed reporting.
  - Measure the impact your mission has on the community it serves and communicate that via your website.
  - Ensure donated funds are accounted for and protected.
  - Verify to key stakeholders, donors, and the community that funds were used for their intended purposes.
  
- **Achieve operational efficiency:**
  - Quickly prepare for meetings and calls with up-to-the-minute information — no need to rely on other staff members for information!
  - Automate repetitive tasks and organize specific actions to effectively manage standardized processes and ensure timely follow-up.
  - Stay connected wherever you are! Connect multiple offices, upgrade systems without additional IT staff involvement, allow staff to work from home, and ensure those in the field are always up-to-date.



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