

Blackbaud NetCommunity is used by more than 300 organizations of all types and sizes to increase online donations, event participation, membership, volunteering, and advocacy. The power of TrueCRM™, which ensures that online and offline marketing activities are fully integrated, maximizes your chance for success in these areas. For example, the average online gift received through Blackbaud NetCommunity is \$149 which is nearly three times the average gift received through competitive systems. Other success stories include:



### US Naval Academy Alumni Association and Foundation

Web address: [www.usna.com](http://www.usna.com)

**Challenge:** The Naval Academy Alumni Association and Foundation (USNAAAF) needed to completely redesign its outdated Web site in order to better engage its geographically distributed widespread constituents.

**Solution:** Blackbaud NetCommunity was used to redesign the Web site, enabling USNAAAF to provide dynamic and valuable content for each alumnus based on class and interest. Through the new Web site, USNAAAF has reconnected with more than 36,000 alumni, adding 6,000 this year alone.



### Cincinnati Children's Hospital

Web address: <http://giving.cincinnatichildrens.org>

**Challenge:** The Hospital staff members were planning their first walk-a-thon and needed a way to allow supporters to register for the walk and raise sponsorship funds online that would integrate into the look and feel of the current Web site.

**Solution:** Blackbaud NetCommunity made it easy for supporters of the hospital to post their own Web pages, share their personal stories, and recruit sponsors, helping the hospital raise more than \$470,000 through the walk-a-thon.



### The Fund for American Studies

Web address: [www.tfas.org](http://www.tfas.org)

**Challenge:** The Fund for American Studies (TFAS) needed a Web site that would help them create lifetime value for its more than 8,000 members by distributing targeted information to its geographically dispersed constituent base.

**Solution:** Blackbaud NetCommunity provided TFAS a powerful content management system that allows them to rapidly and easily update and share content across their Web site and through email marketing campaigns. Since going live, TFAS has added 800 members.