

CUSTOMER SPOTLIGHT

UNCF



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—Denise A. Scott,
National Director, Direct Response Programs & Individual and Planned Giving

As the nation’s largest and most effective minority education organization, United Negro College Fund (UNCF) helps cultivate our nation’s potential by enabling more than 60,000 students to attend college each year. Since its founding in 1944, UNCF has raised more than \$4.5 billion to help more than 400,000 students receive college degrees at UNCF member institutions.

UNCF Cultivates an Impressive Online Giving Program with a Long-Term Partner

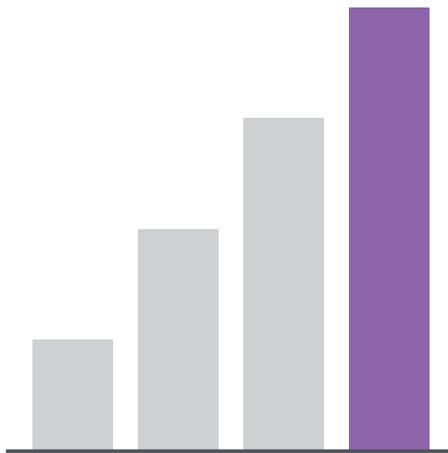
Like many nonprofits in the mid-2000s, United Negro College Fund engaged in online marketing without much direction. Its website generated less than \$100,000 in donations annually, and it didn’t have anyone on staff with an experienced perspective that could help develop an effective online strategy. However, it was clear to UNCF staff that there was a world of possibility waiting for them if they could find the right partner to help them create an engaging online presence.

By working with Blackbaud to implement Luminate Online and develop a cohesive strategy, UNCF established a strong web presence that put the organization ahead of the digital giving curve. Staff saw immediate results. In 2006, UNCF tripled its

UNCF is powered by:

- Raiser’s Edge™
- Luminate Online™
- TeamRaiser™
- Blackbaud Success Services
- Financial Edge™
- Blackbaud Payment Services™

Find out what Blackbaud’s Success Services can do for you >



With Luminate Online, fundraising increased 320% over what UNCF achieved in its first full year.

online giving total over 2005. A year later, the organization tripled its online giving total again from 2006. Since then, UNCF staff have continued to work with Blackbaud to hone the organization’s strategy and raise more than \$17 million online.



UNCF has raised over \$17 million in a decade using the solution.

Taking it One Step Further

By continuing their relationship with Blackbaud Success Services beyond their initial adoption of Luminate in 2006, UNCF secured access to online giving experts. These Blackbaud consultants understood the digital fundraising landscape, best practices, and emerging trends in philanthropy and used that knowledge to guide UNCF’s online strategy.

“Over the years, Blackbaud has given us strategic advice and helped us lay out our online fundraising strategy. Blackbaud has also created and maintained our fundraising pages and provided us current and timely information on industry practices and insight into what other nonprofits are doing online,” said Denise A. Scott, National Director of Direct Response Programs and Individual and Planned Giving. “Everyone with whom we’ve worked at Blackbaud has helped us streamline our fundraising strategy to raise more and more funds each year. The returns are just unbelievable.”

UNCF’s relationship with Blackbaud also supports UNCF’s 25 local offices throughout the country. Blackbaud has worked with these offices to build annual peer-to-peer fundraising sites with TeamRaiser and the events module, and set up and maintain their local mini-sites. The partnership has empowered UNCF local offices to engage constituents and fundraise on their own at a local market level.

The organization has grown sustainers by nearly 750% since using Luminate.