Blackbaud Fundraiser Performance Management™
Unleash the power of your data.

Without the proper tools, transforming data into useful information for front-end fundraisers can be frustrating and time consuming—especially when trying to keep up with ever-growing campaign goals. Blackbaud Fundraiser Performance Management (formerly Reeher Platform) sets fundraisers up for success through a tailored approach that includes custom predictive models and easy-to-use technology, along with insights from—and access to—an unparalleled peer fundraising community.

KEY BENEFITS OF BLACKBAUD FUNDRAISER PERFORMANCE MANAGEMENT

✓ Unparalleled data access and clarity for all users across your organization
✓ Modern mobile tools for gift officers to keep track of contacts, proposals, and prospect information
✓ Powerful custom predictive models that drive consensus and smart decision making
✓ Data-driven insights derived from Blackbaud's best analysts from across a community of peer organizations
✓ Constantly enhanced technical tools, delivered via a modern software-as-a-service (SaaS) model
✓ Easy-to-understand viewports with daily refreshes direct from your database, no matter what database you use or how long you've had it
✓ Simple SaaS implementation and all-inclusive customer service, allowing your team to get up and running in as little as eight weeks

66% of the average institution’s top prospects are not assigned to a gift officer.*

*Source: Blackbaud Analysis
Custom Predictive Models

The custom predictive models in Blackbaud Fundraiser Performance Management integrate with your donor database and are built specifically for your institution.

- **Identify prospects** that weren’t on your radar with Expected Value Index (EVI) and Probability to Donate Index (PDI)
- **Predict your best major and annual donors**, and prioritize who to contact
- **Make more confident decisions** about future strategies, appeals, and goals; models are recalibrated annually, accounting for any significant changes to your constituent base

Modern Tech for Modern Advancement Teams

Blackbaud Fundraiser Performance Management puts powerful fundraising resources at your fingertips. Your data is refreshed nightly, providing the most updated insight on your fundraising activities—and you’re not required to make complicated technical updates to add new features or functionality. Every user, from frontline fundraiser to executive, can easily access Blackbaud Fundraiser Performance Management via desktop or mobile browser. The intuitive interface delivers many data views, including drill-down capabilities, crosstabs, mapping, and exports into Microsoft Excel®. The tool is broken down into layers for specific purposes, allowing you to find exactly what you need.

**MAJOR GIVING**

The Major Giving Layer in Blackbaud Fundraiser Performance Management empowers your major gift fundraisers to target high-value prospects based on your institution’s custom predictive models.

- In a click, find detailed information on current prospect assignments for each gift officer and relationship profiles for every database entity
- Track progress towards activity and donation goals using the console tool to check in and map fiscal year performance
- Compare officer activities to goals most predictive of long-term gift officer success based on our research from hundreds of peer institutions

“[Blackbaud Fundraiser Performance Management] has been a tool that our fundraisers know they can rely on and go to . . . Our staff has been able to be so much closer to the information they need to be effective and efficient. They can be curious about their own data and information, and utilize it in ways that meet their work style and their needs.”

—Pam Rollins, Director of Advancement Analytics, Temple University
ANNUAL GIVING
The Annual Giving Layer helps your fundraising team analyze all yearly giving initiatives.

• Monitor the pulse of donor activities, including the number of donors and year-to-date dollars raised, with a dozen pre-built viewports updated daily

• View progress in terms of cash, commitments, or pledges

• Analyze donor retention and acquisition, and view activity by gift band

• Get better insight on which outreach channels work best through detailed fund results by appeal

ADVANCEMENT
The Advancement Layer gives team leaders a single set of measures by which they can assess overall fundraising program performance.

• Track and present fundraising trends and results over the previous five years in an executive overview

• Easily export to share with institution leadership and oversight groups

• Access long-term reporting anytime, without query wait times

ACTIVITY CENTER
The Activity Center gives gift officers a workflow-based view of past and planned contacts, related tasks and proposals, and constituent touchpoints.

• Create quick contact reports, even on the go, without the need to access heavy-handed, confusing databases

• Easily enter proposal activities and track visits, phone calls, and written conversations

• Stay mobile without missing any prospect details, using iOS and Android apps to enter profile notes while traveling or during meetings

“It’s an incredible value to us, using the predictive modeling . . . the annual giving possibilities are such a help to us and will continue to be a help as we grow our culture of philanthropy.”

—Michael McGreevey, Vice President for Institutional Advancement, Otterbein University
EASY SEARCHING
The Targeter search function arms your front-line fundraisers with the prospect data they need to be successful.

• Eliminate the need for technical data query skills or wait times for database searches

• Automatically receive daily, weekly, or monthly results from your top searches to stay up to date on portfolio or overall team performance

• Search on the go from the mobile (iOS and Android) application

• Use popular query templates based on common institutional and gift officer searches, and save favorites for future use

Peer Benchmarks
When you join Blackbaud Fundraiser Performance Management, you become part of a community powered by knowledge and data insights.

• Instantly access best practices from your higher education peers

• Assess overall advancement performance annually with your assigned customer success partner, using Quarterly Management Scorecards with proven recommendations on how to keep your strategy moving forward

• Benefit from data-driven product improvements rolled out continuously without any IT lift for your institution

Best Practice Modules
In addition to our core components, you can combine additional best practice modules to more specifically address program needs.

• Add the Donor Discovery module to enhance prospect profiles with complete wealth screenings, covering items like net worth, real estate holdings, political giving, and other philanthropic giving; these screenings are built in, making them accessible to prospect researchers and gift officers on the go

• Improve volunteer-powered fundraising with Blackbaud Volunteer Network Fundraising™, which enables your annual giving team to manage volunteers to raise funds during reunions or other campaigns

• Turn your outdated phone-a-thon into a multichannel, face-to-face fundraising experience with Blackbaud Guided Fundraising™
Easy Implementation

Blackbaud Fundraiser Performance Management is a SaaS platform, which means there is no software for you to install and you won’t have to wait for your system to be built. Core updates and maintenance are covered with your subscription, so you never have to worry about additional fees for ongoing support. During a period of approximately eight weeks, we will work with your team to integrate your data, create your custom predictive models, and test and train you on your tailored solution before your official go-live date. Once you are live, all updates will be available to you automatically upon login.

“[Blackbaud Fundraiser Performance Management] gets usable, actionable data in the hands of the officers quickly, which is a priority for our institution. Gift officers can fill a trip more efficiently. They can ensure that they’re seeing the right people. It takes a lot of the ‘gut’ out of their decision making.”

—John Morris, Senior Vice President for Development, Kansas State University Foundation

Want to learn more about Blackbaud Fundraiser Performance Management today?

Get more resources