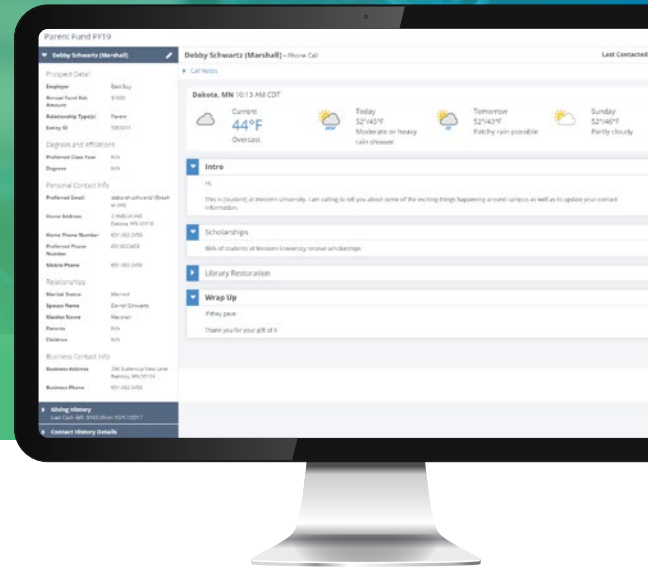


# Blackbaud Guided Fundraising™

## Multi-Channel One-to-One Fundraising



Blackbaud Guided Fundraising is a cloud fundraising solution built for annual donor giving programs to efficiently provide a multi-touch, customized giving experience to every donor. Staff, volunteers, and student fundraisers can easily use Blackbaud Guided Fundraising to cut through the noise and reach donors with personalized and highly effective appeals.

### Key Benefits of Blackbaud Guided Fundraising



Algorithm-driven predictions that direct efforts to the right donor at the right time



Automated multi-channel fundraising



Efficient management of authentic, person-to-person fundraising



No more expensive phone-a-thon hardware and consulting services

Improve the fundraising experience for all with Blackbaud Guided Fundraising.

- ✓ Enable annual giving leaders to control and optimize complex marketing appeals across multiple channels
- ✓ Simplify the process for making calls, scheduling callbacks, and recording donations with a modern, easy-to-use interface
- ✓ Provide personalized messaging from one fundraiser to the donor on any channel
- ✓ Ensure that requests for donations arrive when donors are most willing or able to make a gift

## Scalable One-to-One Fundraising

Blackbaud Guided Fundraising makes it possible for annual giving teams to expand person-to-person communication across their constituent base. Two interconnected tool sets, combined with automation, enable annual giving teams and student fundraisers to connect on a personal level with a large number of donors.

### Enable annual giving staff to:

- Personalize the donor experience with custom play sequences for phone, email, and direct mail
- Set profile-based talking points for student fundraisers
- Replace complicated segmentation strategies with algorithm-based indications of donors who are most likely and able to donate
- Monitor activity and campaign effectiveness at a high level or in detail

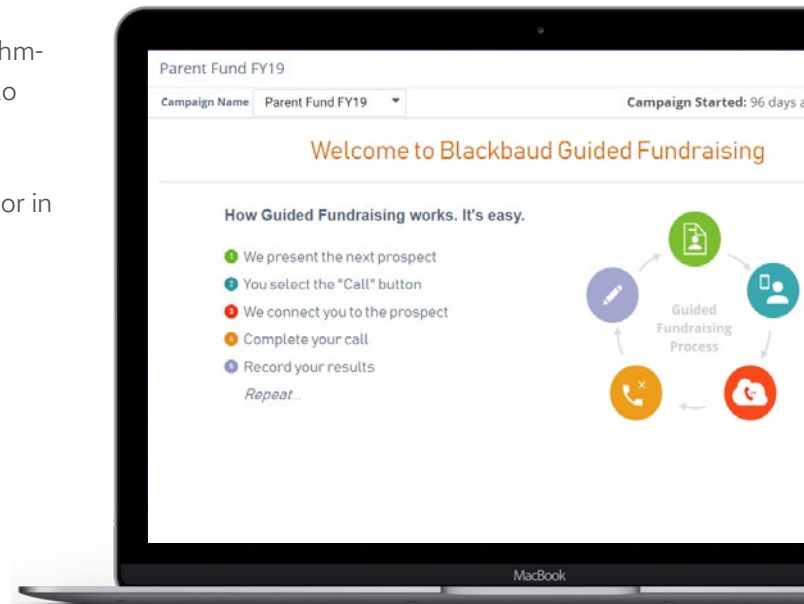
### Provide fundraisers with a simple workflow to:

- Automatically prioritize donors who are most likely to donate
- Access scripts and talking points customized by donor-profile
- Avoid cold-calling by referencing previous automated communications sent in their name
- Collect and record donations
- Keep notes and schedule call-backs
- Work with the latest donor information



# 54%

Drop in donor participation via phone at colleges and universities since 2008—making a multi-channel approach much more crucial than ever\*



# 2X

Multi-channel fundraising approaches are 2x more effective than single-channel outreach efforts\*

## Allow donors to give how they want, via:

- Selecting mobile-optimized donation options
- Building a relationship with a single student
- Responding to the channel that works best for them
- Receiving appeals at times that make sense for them to give

“Blackbaud Guided Fundraising is a logical next step for us. As we see the market becoming more and more donor driven, being able to really engage donors at their level, their interests, their demographics—that’s really important to us.”

—Karen Van Schouwen, Dordt College

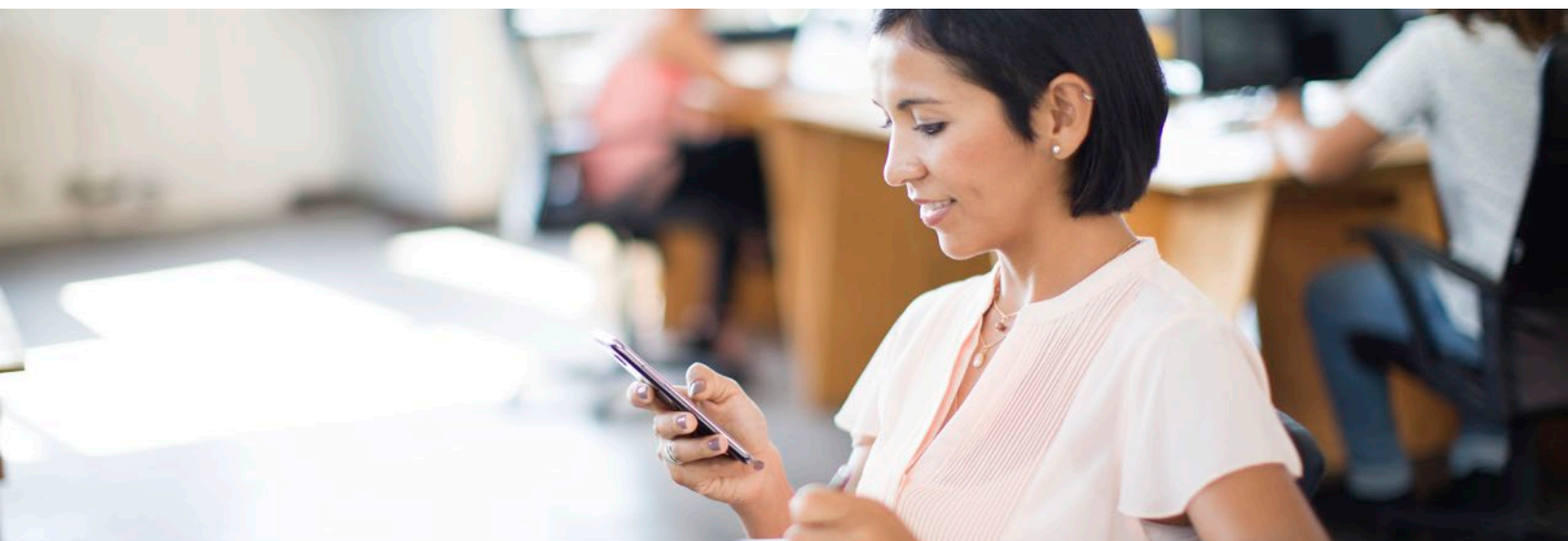


# 60%

Of returning donors give within 60 days of their giving anniversary\*

Ready to find out how Blackbaud Guided Fundraising can help your institution?

[Learn more](#)



\*Source: Reeher/Blackbaud Analysis

### About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.