CUSTOMER SPOTLIGHT
Water Mission®

"Blackbaud allows us to offer tools for do-it-yourself fundraisers and to create large-scale events."
—Abby Miller, Donor Care Manager

From its home base in Charleston, South Carolina, Water Mission tackles the global water crisis by bringing safe water and sanitation to communities in more than 55 countries and counting. Every day, 2,300 people die from inadequate drinking water, sanitation, and hand hygiene. And more than one-third of the world’s population lives without adequate sanitation. Water Mission aims to change those statistics with the help of generous supporters and by empowering those supporters to inspire their own social circles to join the cause.

Inspiring Others with Peer-to-Peer Fundraising

One supporter, Scotty Parker, began advocating safe drinking water for everyone on his eighth birthday, when he asked for donations to Water Mission instead of gifts. At just 10 years old, Scotty rode his bike across South Carolina and raised $70,000. Then, at 13 years old, he took on the challenge of riding across the United States to generate more support and awareness.

Scotty generated support by speaking to schools, clubs, and churches before his ride—and Water Mission wanted to leverage that awareness with a simple way to get involved, explained Donor Care Manager Abby Miller. Water Mission partnered with Blackbaud to help support and scale Scotty’s passion,
setting up a custom page on their Blackbaud peer-to-peer solution so other supporters could ride simultaneously with Scotty and fundraise on their own.

“He inspired many of those groups to raise funds to provide safe water to people in need,” Abby said. “With our Blackbaud solutions, he could always track the progress to his goal in real-time, and our team could get the gifts entered efficiently.”

Scotty and his team finished their cross-country ride on August 1, 2017. By age 14, Scotty had raised nearly $630,000 for Water Mission.

Providing Resources for Fundraising at Every Size and Scale

Water Mission began using Blackbaud’s peer-to-peer fundraising event software before Scotty’s ride as a tool to maximize the results of its flagship event—the Charleston Walk for Water—which challenges participants to walk the average distance many women and children around the world must travel daily to fetch water (roughly 3.5 miles). Churches, communities, and businesses simultaneously host smaller walks across the country to support Water Mission projects.

In addition to a peer-to-peer fundraising solution for events with thousands of participants and corporate partners, Water Mission also needed to equip DIY fundraising for individuals passionate about their cause. Blackbaud could help there too, with a solution for smaller, supporter-organized campaigns—everything from birthday parties to personal challenges and disaster relief campaigns. Water Mission then developed a matrix to review each opportunity and assign it to a platform.

“Our Blackbaud solutions serve different types of fundraisers. Having a comprehensive partner enables us to give our supporters the tools they need to be successful.”

—Abby Miller, Donor Care Manager

Maximizing Fundraising Results with Integrated Solutions

Not only do the two solutions support Water Mission’s specific needs, but they integrate with its Blackbaud fundraising and supporter management solution. “Events and fundraisers bring in thousands of gifts and constituents in a short time period,” Abby said. “Having tools that integrate with [Blackbaud] Raiser’s Edge NXT is crucial to processing those gifts quickly, so we can communicate with and thank our constituents.”
With Blackbaud’s complete fundraising solutions, Water Mission can provide the tools supporters need to run a successful campaign of any size and tackle the global water crisis one birthday, one walk, and one inspired supporter at a time.

Ready to see what Blackbaud solutions can do for your organization’s peer-to-peer fundraising efforts?

Learn more