

The Total Economic Impact™ Of A Blackbaud Total Solution

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Through a customer interview and data aggregation, Forrester concluded that a Blackbaud Total Solution has the following three-year financial impact.

A TOTAL SOLUTION FROM BLACKBAUD IMPROVES FUNDRAISING PRODUCTIVITY

“Having an integrated solution creates a more efficient workflow. That saves time, which saves money, which allows us to focus on our programs.”

Director of Development and Operations, Save the Manatee Club



A BLACKBAUD TOTAL SOLUTION BY THE NUMBERS

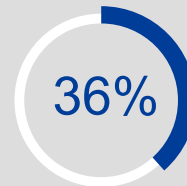
98.8% improvement in data entry productivity.

99% improvement in reporting productivity.

Efficiencies gained freed up 1 FTE.

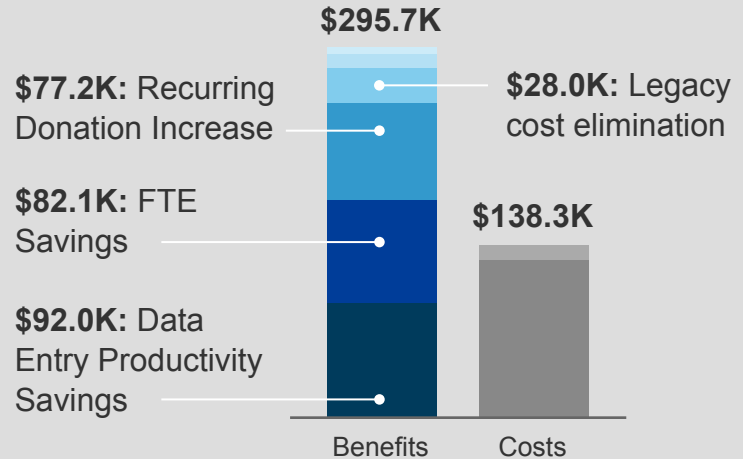
60% In the year following the implementation, SMC recognized 60% growth in total donations. This overall growth was indirectly tied to the solution by facilitating initiatives that helped drive it.

A BLACKBAUD TOTAL SOLUTION INCREASES DONATIONS



36% overall recurring donation increase equating to \$77K of additional recurring donations over 3 years facilitated by Luminate Online.

BLACKBAUD TOTAL 3-YEAR BENEFITS AND COSTS



“The better we can understand our donors, the more we can grow as an organization and ultimately serve our mission.”

Director of Development and Operations, Save the Manatee Club



Read the full study

This document is an abridged version of a case study commissioned by Blackbaud titled: The Total Economic Impact Of A Blackbaud Total Solution, December 2016.

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