



CUSTOMER STORY: Heroic Media

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— John Vernon
Director of Information Technology
Heroic Media

Heroic Media is a faith-based non-profit that works to create a Culture of Life through television, billboard and internet advertising to connect women in crisis with life-affirming pregnancy centers.

Challenge

With multiple products gathering data, Heroic Media was constantly racing against the clock to get data into the appropriate systems at the right time, and at the same time, in order to act on it in a uniform fashion. This difficulty was most noticeable during its quarterly update process. The development numbers were in **Raiser's Edge™**, and the numbers to do financial forecasting were in its financial system. The data did not always match up making it difficult for the organization to complete and provide accurate financial forecasting. There were also data elements in its online solution that could not be pulled out and electronically entered into its development database. Limitations of its online tool's import/export functionality prohibited this.

Ultimately, Heroic Media wanted a single, accurate picture of its finances and constituents. With multiple products each running separately, this was not possible.

Heroic Media is powered by:

- ▶ **Financial Edge™**
- ▶ **Raiser's Edge™**

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Solution

Heroic Media had been using Raiser's Edge as its database for approximately six years.

The data integrity and data management issues caused by the use of multiple applications forced the organization to evaluate its technology tools. After a review of multiple vendors and products, the organization determined that Raiser's Edge, and the many other tools offered by Blackbaud, would provide the integrated solution the organization needed. Blackbaud's suite of products would ensure better data quality for the organization, and enable better and more targeted constituent interactions without sacrificing features or functionality.

Heroic Media decided to replace its existing financial management system with **Financial Edge™**. It also replaced its website and email communication tool with **Blackbaud® NetCommunity Grow™** to create a system of applications that interact and share data seamlessly.



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"Blackbaud offered the overall best solution and overall integrated solutions," said John Vernon, director of information technology for Heroic Media. "We had three unyielding criteria when evaluating new solutions. First, it had to cost less than what we were currently spending on our IT and technology tools. Second, it had to provide better functionality overall. And lastly, it had to require less IT expertise to use and maintain."

For Vernon, the combination of Blackbaud's Raiser's Edge, Financial Edge, and NetCommunity Grow has enabled a different level of customer engagement and accountability. Heroic Media has thousands of constituents to track and monitor. Blackbaud products enable the organization to report on and better understand its relationship with each constituent.

"It is a great management tool to help our staff manage their time better, work better, and serve our constituents better," he added.



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Results

In less than six months, Heroic Media experienced the benefits of switching its financial and online solution to Blackbaud.

First, because it consolidated various systems into one, the organization has saved money on its technology tools. It is no longer paying individual maintenance and upgrade fees to multiple vendors. Vernon states that the move to Blackbaud products has reduced the organization's overall IT costs by 60 percent.

"We are spending less money with far better solutions than before," he concluded.

Second, since launching Blackbaud NetCommunity Grow, the organization has seen an increase of approximately 40 percent in website traffic and has almost doubled the number of people that sign up for its online community. This success has prompted the organization to launch a second site using NetCommunity Grow.

The organization also benefits from the reporting and tracking available with NetCommunity and Raiser's Edge. Heroic Media can send out email blasts and track the success of those emails, including such statistics as open rate, pages visited, and constituent-specific open and click-through rates. This insight is not only valuable for Heroic Media's management team, it also helps the organization better address the needs and wants of its constituents.



The data available provides a complete view of the truth that enables the organization to alter and adjust initiatives and tactics as dictated by the data.

Another key benefit Heroic Media has experienced with its Blackbaud suite is the ability to be more efficient. Internal processes have been streamlined, data is more accurate, and time spent on data integrity and transfer has been significantly reduced, according to Vernon.

Finally, and possibly the greatest benefit Vernon mentioned, is the ability to create and move forward with a clear business plan. The data quality and timing issues that plagued the organization before made it difficult to determine effectiveness of Heroic Media's business plan. Now, with Blackbaud, it can. The data available provides a complete view of the truth that enables the organization to alter and adjust initiatives and tactics as dictated by the data.

Vernon concludes, "the most cost-effective, user-friendly, customer-friendly solution is a fully integrated solution. That is what Blackbaud offers and it is what they deliver. Lots of companies promise this, but Blackbaud actually delivers it. Blackbaud enables us to be better and they do so by providing great people, great service, and integrated products that deliver the functionality we need."



The Blackbaud Suite is the most cost-effective, user-friendly, customer-friendly solution.

