

CUSTOMER STORY: SPCA of Texas

“With Blackbaud NetCommunity, not only will we save time and money, but we will be able to do more online. With the time we save, our staff will be able to focus on other things. Plus, the solution will give us the data we need to successfully cultivate and record information on all our constituents.”

— Maura Davies,
Senior director of communications
SPCA of Texas

The SPCA of Texas is the leading animal welfare agency in North Texas with two shelters and three spay/neuter clinics located in Dallas and McKinney. The organization is dedicated to providing every animal exceptional care and a loving home. The SPCA of Texas also serves as an active resource center, providing an array of programs and services that bring people and animals together to enrich each others' lives. The agency serves all demographics of the metro Dallas/Fort Worth area.

Challenge

Since 2002, The SPCA of Texas had been using a well-known provider for nonprofit online tools to manage its website and online fundraising. For eight years, the organization struggled to achieve integration with its database, **Raiser's Edge™**. After events, staff members at SPCA of Texas would spend weeks reconciling data from the online fundraising application.

Additionally, staff members were only able to transfer actual gifts received from the online application into Raiser's Edge, which meant that the organization was unable to record or cultivate constituents who had expressed interest in the organization's mission and had granted them permission to contact them. The organization is unaware of the actual number of opportunities that they lost because of this limitation, but it was a major concern.

SPCA of Texas is powered by:

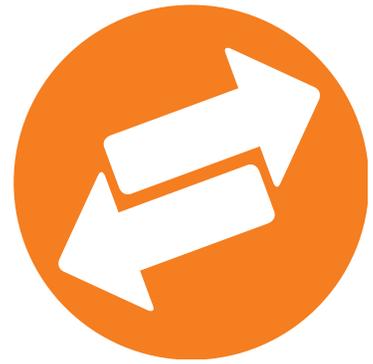
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Solution

The SPCA of Texas has been using Raiser's Edge for more than 15 years. The solution has continually met the organization's needs and has been able to grow with the organization over time. In 2008, the organization adopted **Financial Edge™** to more efficiently manage its finances and address the organization's growing financial needs.

Staff members at the SPCA of Texas noticed how seamlessly Raiser's Edge and Financial Edge shared information. As a result, the organization experienced greater efficiency and was able to make better decisions. This brought the staff members' attention to the amount of time they were spending in addition to the hassle and headaches they were experiencing in their effort to get the CMS solution to share information with its database. Staff members wanted the CMS and the database to interact seamlessly, and they knew the importance of a holistic view of all constituents and their interactions with the organization.



Raiser's Edge and Financial Edge seamlessly share information.



Blackbaud Application Hosting lets staff members rest assured that their data is backed up and that their systems will be constantly available.

Staff members at the SPCA of Texas took a look at Blackbaud NetCommunity. Maura Davies, senior director of communications for the SPCA of Texas, had heard of the software and had made some assumptions about it. In the beginning, she was under the impression that Blackbaud NetCommunity did not provide the functionality of the organization's current CMS provider. But with an open mind, she watched a few recorded demonstrations, sat in on a few live demos, and was blown away by the robust functionality of Blackbaud NetCommunity. Then she compared, feature by feature, their existing vendor to Blackbaud NetCommunity. Ms. Davies realized that Blackbaud NetCommunity not only matched in functionality, but that it also came with a significantly lower price point and integrated with Raiser's Edge. After researching the software, the organization decided to switch to Blackbaud NetCommunity.

"With Blackbaud NetCommunity, not only will we save time and money, but we will be able to do more online," Ms. Davies said. "With the time we save, our staff will be able to focus on other things. Plus, the solution will give us the data we need to successfully cultivate and record information on all our constituents."

SPCA of Texas also elected to use Blackbaud Application Hosting™. The application hosting service puts the responsibility of maintenance and application updates in the hands of Blackbaud. One of the organization's goals is to save staff time — including IT staff time. The organization moved its Raiser's Edge and Financial Edge applications into the Blackbaud hosting environment and staff members enjoy freedom from worrying about updates, patches, or upgrades. Plus, with Blackbaud Application Hosting, the staff members at SPCA of Texas say they can rest assured that their data is backed up and that their systems will be constantly available.