

# Higher Education Solutions: Designed for Your Institution

Want to bring your departments together and gain a holistic view of your constituents? You can with Blackbaud's suite of higher education solutions! Designed for schools of all sizes, Blackbaud's comprehensive suite of higher education solutions makes it easy to achieve operational efficiency and reach your best supporters. It's software that connects your school.

## Grow alumni and supporter engagement.

Every contact you make with your constituents—students, teachers, alumni, and donors—is a step along your journey together. And with Blackbaud CRM™ and Raiser's Edge NXT™, you can connect with your supporters in more meaningful ways.

With our alumni and donor management solutions, you can:

- Increase participation and engage with your alumni
- Track and manage all constituent interactions
- Engage and involve alumni in order to grow support
- Host special events to raise more money

## Expand your fundraising efforts.

Use powerful cultivation tools to help you act on key insights to retain your existing supporter base and empower them to grow over time. From annual programs to major gifts and planned gifts, Raiser's Edge NXT and Blackbaud CRM provide the tools you need to effectively manage giving programs to improve fundraising results, enhance tracking, and deliver a streamlined experience for fundraisers.

With our fundraising solutions, you can:

- Prioritize and focus your best prospects with integrated analytics
- Manage gift proposals, including major, planned, and honor/memorial gifts
- Rest easy knowing that open-ended commitments, such as pledges and recurring gifts, are properly managed
- Improve fundraising results and oversee your donor cultivation with comprehensive moves and lifecycle management tools
- Empower your fundraisers with an intuitive mobile experience

*"The thing that excites me most about Raiser's Edge NXT is how intuitive it is. Anybody who is not familiar or who has worked with different platforms can make the change to this solution and jump right into fundraising at Iona."*

—Jill Krueger,  
Senior Director of Advancement Services,  
Iona College



122%

The average donation made through Blackbaud online fundraising solutions outpaces the industry's standard by 122%.  
Source: npTech

## Drive online engagement.

Designed to share data with our fundraising and CRM solutions, Blackbaud online solutions leverage data from your offline campaigns to help drive greater success in your online initiatives. Combined with our email marketing solutions, your multichannel campaigns will come full-circle with messages that connect with your alumni.

With Blackbaud solutions for online engagement, you can:

- Create powerful email marketing campaigns
- Improve stewardship by communicating more effectively with constituents online
- Increase efficiency with powerful executive reporting
- Focus on the right supporters for major giving initiatives

## Revolutionize your scholarship management and donor reporting processes.

The AcademicWorks platform serves as the catalyst to improve student access to scholarship funds, enhance cross-functional visibility throughout the process, and revolutionize donor reporting.

- A single scholarship website makes it easy to promote all scholarships to your student population, while providing every student with a unique view of scholarships that he or she is most qualified for.
- Keep your scholarship process running on time and efficiently by giving all cross-functional stakeholders access to one central platform with flexible permissions functionality.
- Benefit from access to curated fund financial data, donor contact information, and beneficiary information for both scholarship and non-scholarship funds, creating one unified database for donor reporting.

## Join the crowd with TeamRaiser® and everydayhero® Pro.

Don't get lost in the crowd; be a part of it! Join the crowd with our interactive solutions. You'll empower your alumni and supporters to fundraise on your behalf. It's the easy, no-hassle way to get alumni involved with your cause, meet new donors, grow your online presence, and fund your mission. With Blackbaud solutions for peer-to-peer fundraising and crowdfunding, you can:

- Tap into the networks of your strongest supporters
- Recruit more fundraisers for your school
- Maximize fundraising participation
- Maintain momentum long after your event

*“Raiser’s Edge NXT™ has been a valuable resource. The solution helps ensure that my team can streamline the processes and communications needed to raise major gifts.”*

—Dino Hernandez,  
Vice President for Advancement,  
Notre Dame de Namur University

## Blackbaud in Higher Education

With over 30 years of experience serving education institutions, Blackbaud empowers colleges, universities and foundations to increase their impact through software, services, expertise, and data intelligence. Serving over 3,000 education institutions, the Blackbaud portfolio is tailored to the unique needs of higher education with solutions for fundraising and relationship management, digital marketing, accounting, payments, analytics, school management, endowment management, corporate social responsibility, and volunteerism.

## Really get to know your constituents.

Find the true giving potential of your donors and alumni with prospect research from Target Analytics®. This comprehensive data analytics solution helps you focus on acquisition, determine the financial capacity of your donors, and benchmark your fundraising performance so your school can maximize results.

With Blackbaud's prospect research tools, you can:

- Maximize fundraising results at every stage of the alumni lifecycle
- Replenish your donor pool
- Identify best prospects
- Measure your success

## Be creative on purpose.

With more than 20 years of experience in web design, our Interactive Services Team can help you transform your website into a platform that shares your mission and inspires visitors to take action.

Blackbaud Interactive Services can help you:

- Design a website that creates a positive experience for all of your visitors
- Build an acquisition strategy that sets you apart from the competition
- Use your technology to its maximum potential
- Welcome new alumni and donors with open arms to build lasting relationships
- Build your school's brand online

## Manage your school's finances.

Get the best grant management solution and take control of endowments with Financial Edge NXT™. Designed specifically for nonprofits, Financial Edge NXT makes it easy to track contributions, create reports, and identify trends.

With Blackbaud's financial management solutions for schools, you can:

- Manage grants effortlessly
- Make endowment management look easy
- Take the stress out of reporting and budgeting
- Work more efficiently and effectively

## Save time, harden security, and streamline payments with Blackbaud Merchant Services™.

Tired of manually updating credit card information for sustaining donors when their cards are declined each month? Hamstrung by strict PCI-compliance restrictions requiring point-to-point encryption? Frustrated by unexpected and confusing fees for credit card processing?

With Blackbaud Merchant Services, you can process credit card donations online,

*“Organizing events has become simpler since implementing Blackbaud solutions at Regis College. Now, event registration can be done exclusively through the school's Blackbaud NetCommunity™ page, and those registrations are directly linked into Raiser's Edge NXT™. The integration part is exciting... It's been a huge timesaver for us.”*

—Jayanthi Srinath,  
Director of Advancement Services,  
Regis College

in your database, or from your mobile phone or tablet. It's simple, secure, and affordable, letting you focus on your higher education institution and not your merchant account. Best of all, it provides automatic credit card updates.

## Discover the Blackbaud difference.

With more than 30 years of experience developing software and services for schools, Blackbaud has the solutions colleges and universities of all sizes need to fundraise, manage relationships, overcome challenges, and grow.

Explore all of Blackbaud's solutions to find the right ones for your school ▶

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### About Blackbaud

Blackbaud (NASDAQ: BLKB) is the world's leading cloud software company powering social good. Serving the entire social good community—nonprofits, foundations, corporations, education institutions, healthcare institutions and individual change agents—Blackbaud connects and empowers organizations to increase their impact through software, services, expertise, and data intelligence. The Blackbaud portfolio is tailored to the unique needs of vertical markets, with solutions for fundraising and CRM, marketing, advocacy, peer-to-peer fundraising, corporate social responsibility, school management, ticketing, grantmaking, financial management, payment processing, and analytics. Serving the industry for more than three decades, Blackbaud is headquartered in Charleston, South Carolina and has operations in the United States, Australia, Canada, and the United Kingdom. For more information, visit [www.blackbaud.com](http://www.blackbaud.com).