

# Blackbaud Corporate Solution

As the only tech provider to support the entire social good community, Blackbaud powers an ecosystem of good among nonprofits, foundations, corporations, individual change agents, and education institutions. What does that mean for you? Blackbaud customers have access to the most innovative capabilities in the social good technology space, specifically created for this unique audience that is united in its desire to achieve social change.

Blackbaud's more than 600 engineers are constantly innovating, and they have developed a comprehensive corporate solution based on industry trends and audience feedback from 35,000 customers across all different areas of philanthropy. Our solution can help you achieve a holistic approach to your philanthropic program, connecting the dots between your volunteering, peer-to-peer fundraising, grantmaking, and cause marketing programs.

## Why Blackbaud

Not only is Blackbaud an industry expert recognized by Fortune as one of the top 56 companies driving social impact, we're also committed to innovation. Each year, Blackbaud invests \$100 million in software development. Blackbaud SKY™, a modern, integrated, and open cloud solution, allows corporations to operate more efficiently and with more confidence. The use of a single platform makes running your CSR program easier, resulting in a comprehensive program that can increase employee retention, encourage building new skills, and positively impact your brand perception, all of which directly affect your bottom line.

## How Blackbaud Can Take Your Corporate Program to the Next Level

Blackbaud's corporate solution can fulfill your CSR needs in four key areas: employee giving and engagement, employee peer-to-peer fundraising, philanthropic/grants management, and cause marketing.

Join our 35,000 customers, including:



**SUBARU**



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## Employee Giving and Engagement

No one knows successful employee engagement programs like Blackbaud; our customers include Subaru®, Levi's® Red Tab Foundation, and Macy's®. Our solutions are proven to boost your employee engagement and volunteering efforts. In fact, CSAA Insurance has seen a 98% employee volunteer participation rate in 2015 and 2016 as a result of Blackbaud programs. Blackbaud's CSR solution provides the tools you need to engage your employees, share the most relevant giving and volunteering opportunities, inspire them, and track your success.



## Employee Peer-to-Peer Fundraising

Whether you call it peer-to-peer fundraising or crowdfunding, individuals are frequently using online platforms to raise funds for causes that they are passionate about. Use these tools to engage and motivate a large audience in your organization, and gain inspiration for causes your organization could be supporting on a larger scale.

## Grants Management

Corporate philanthropy expands outside of your employees' activities. Many CSR programs also include funding opportunities for organizations that share similar values, or even for causes employees have identified as particularly important to them.

Blackbaud's software for managing the intricate workflows of an awarded grant, GIFTS Online®, is trusted by foundations, community foundations, and others, and it can offer the same efficiencies and powerful analytics to corporations. In addition, with Blackbaud Outcomes™, you can stay connected to the bigger philanthropic picture and demonstrate how your work is having a tangible impact.

## Cause Marketing

Communicating the impact of your CSR efforts to your employees, your shareholders, and your consumers is essential to driving increased engagement and brand awareness. In fact, 88% of U.S. consumers say they would be more loyal to a company that supports a societal or environmental issue (*2017 Cone Communications CSR Study*). Use a social monitoring tool like the one in Blackbaud's corporate solution to monitor what people are saying about your initiatives or to identify opportunities through trending causes. Combined with other software in our CSR-focused solution, you'll be able to see a 360-degree view of what's important to all of your stakeholders and strategize your campaigns accordingly to achieve maximum engagement.



## Tell Your Story

No matter where you are today, Blackbaud is the only tech provider in the social good space that can address all of your unique needs in one total software solution. A holistic corporate philanthropy program is increasingly becoming a priority for CSR departments at some of the world's most successful organizations—and with good reason. A powerful program that incorporates employee engagement, grantmaking, marketing, and fundraising can result in a convincing brand story of how your business goals align with your social good goals. And with the majority of U.S. consumers paying close attention to social responsibility goals, your organization needs to be thinking about its brand story.