Blackbaud CRM™ empowers your organization to build strong multi-channel marketing campaigns.

Did you know that the median revenue for a multi-channel donor is nearly double that of an online-only donor and quadruple that of an offline-only donor? Just more proof that today’s world is multi-channel and you have to be thinking about how to fundraise online if you aren’t already doing so. Traditional offline methods like direct mail aren’t going away, but they are being complemented by new online channels such as email, websites, and social media. The trick is to incorporate all of them into your strategy while not over-soliciting.

It’s also critical to be consistent with the integration of your brand into your supporters multichannel experience — from your Facebook® page to the headers in your email newsletters to the donation form on your website. With Blackbaud CRM and Blackbaud Internet Solutions, you can:

- **Manage Organization-Wide Communication Efforts**  
  Manage complex, multi-channel marketing campaigns and advanced segmentation strategies across your organization

- **Deliver Personalized Communication**  
  Explore constituent behavior and deliver communication personalized to each constituent

- **Integrate Direct Marketing Campaigns**  
  Understand your best performing channels, packages, and segments to ensure the success of your organization’s communication plan

- **Track and Measure Responses**  
  Leverage easy-to-use tools to view real time analysis of marketing efforts, and make dynamic strategy adjustments as needed

Control your campaigns and improve the constituent experience.

Whether you’re campaign planning, budgeting, or executing a particular marketing strategy, Blackbaud CRM can ensure the success of your organization’s communication plan.
While donors acquired online tend to be less loyal than those acquired through direct mail, donors who convert to offline giving after making an initial gift online tend to maintain higher than average giving levels with similar retention rates as those for traditional direct mail donors. Online-acquired donors are significantly younger, have higher household incomes, and tend to give much larger gifts than mail-acquired donors. As reported in the 2011 donorCentrics™ Internet and Multichannel Giving Benchmarking Report, it takes the existence of a robust direct mail program to drive up the retention and long-term value of new donors acquired online. Without the ability to become multi-channel givers by renewing their support via direct mail, this group of donors would be worth far less.

By combining your online and offline efforts into a single view, your organization can sustain an end-to-end business process – from acquisition to cultivation to stewardship and retention.

With Blackbaud CRM and Blackbaud Internet Solutions, you can:

• Track Budget and Campaign Plans
  Increase visibility and coordination across departments by managing and viewing reports

• Build an End-to-End Business Process
  By combining your online and offline efforts into a single view, you can sustain acquisition, cultivation, stewardship, and retention

• Manage and Execute Campaign Activities
  Easily build segments, using any captured data in your database, to better target your online and offline messages

• Create Compelling and Personalized Emails
  With professional templates that ensure your messages are read, forwarded, and acted on, Blackbaud CRM enables best practice email marketing

Make every contact matter.

From social media, peer-to-peer fundraising, and online giving to eMarketing, advocacy, web design, and direct mail planning and segmentation, our solutions empower you to deliver on your most challenging communication and fundraising strategies through an integrated approach. Create complete visibility into and control of your multichannel marketing efforts so that you can leverage data from offline campaigns and activities to drive greater success in online initiatives and vice versa.

With Blackbaud CRM’s marketing and communication tools, you have what you need to build a strong fundraising strategy and achieve your organization’s goals:

• Improve retention and response rates
• Maximize campaign performance
• Increase annual donor value
• Decrease cost per dollar raised
• Support end-to-end business processes
• Gain critical insight into marketing activities