Credit Card Updater
Retaining Sustainer Revenue in Blackbaud Raiser's Edge NXT™

Sustaining donors are critical to your organization's success. Using Blackbaud Raiser's Edge NXT, you can engage and nurture these supporters. You can also ensure that their payment data is always current with Credit Card Updater from Blackbaud Merchant Services™.

Why It Matters

Banks are issuing new payment cards every day due to data breaches and expired, lost, or stolen credit cards. This affects your sustaining donors' payment information, making it nearly impossible to avoid a declined transaction. It also puts a strain on your staff to contact these supporters for new credit card data.

Blackbaud Raiser's Edge NXT (and Raiser's Edge™) customers using Blackbaud Merchant Services can now take advantage of Credit Card Updater. Subscribe to this value-added service, and your sustaining gift credit card data will be analyzed each month to identify out-of-date card numbers and expiration dates. Blackbaud partners with Visa® Account Updater, MasterCard® Automatic Billing Updater, Discover® Network Account Updater, and American Express® Cardrefresher to deliver the service, which is widely used in the business-to-consumer industry.

When available, new card data is updated in Blackbaud Raiser's Edge NXT thanks to its integration with Blackbaud Merchant Services. This minimizes the loss of recurring gifts and saves your staff time on donor outreach and data entry.

Sustaining Your Mission

If you don't have a sustained giving program, consider this: sustainers outperform one-time donors when it comes to lifetime value. They contribute more and they stay active longer. To ensure that you keep these valuable supporters, use Credit Card Updater.
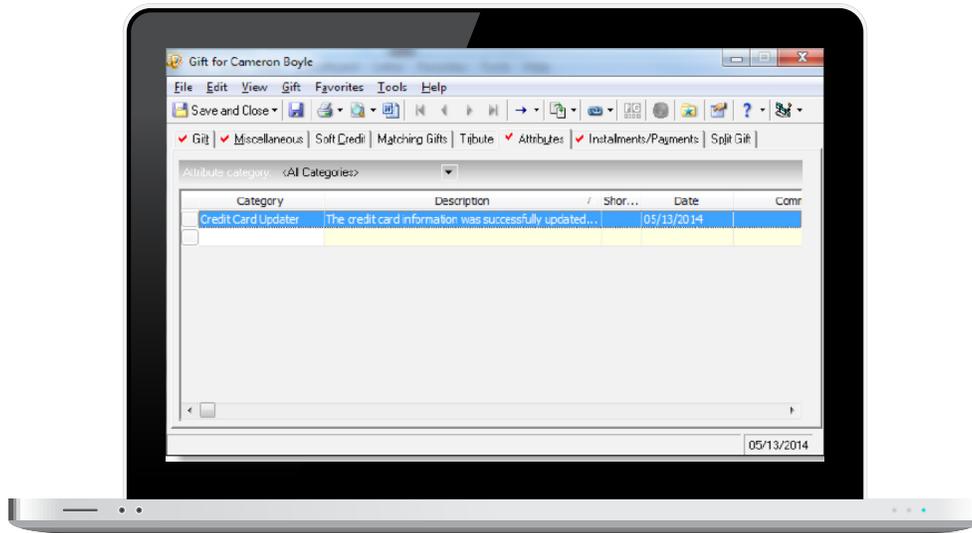
Learn more ➤

How It Works

Once enabled, Blackbaud Raiser's Edge NXT™ users can register credit cards on:

- The Bio 2 or Org 2 tab of the constituent record

- Recurring gifts and pledges with a gift status of Active or Held

- Recurring gifts and pledges that are in gift batches with a gift status of Active or Held

Each month, Blackbaud Merchant Services™ analyzes the cards registered by the business process. If Credit Card Updater determines that new card data exists, Blackbaud Merchant Services provides updates to Blackbaud Raiser's Edge NXT while still retaining the original payment details. Users can then click a link in their Raiser's Edge™ database to retrieve the updated payment information, as well as register new cards for the service. And when you subscribe to email notifications from the Blackbaud Merchant Services web portal, you will be alerted when your account has received updates.

A Blackbaud Raiser's Edge NXT customer with 2,000 sustainers and an average per-transaction amount of $50 can expect approximately $30,000 in annual revenue recovered with Credit Card Updater. In addition, organizations save significant resource time on sustainer outreach.

Credit Card Updater works with Visa®, MasterCard®, Discover®, and American Express® cards from participating financial institutions. There is a nominal fee for each updated card.