Raiser's Edge NXT

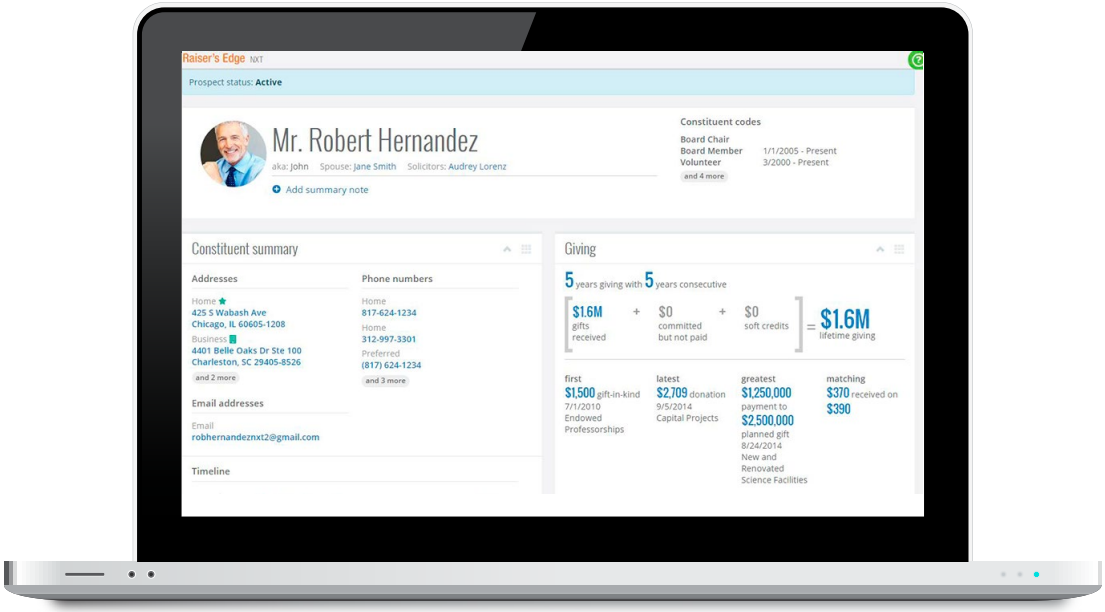
Smart Cloud Fundraising and Relationship Management for Nonprofits

Blackbaud's latest wave of cloud innovation is here.

Backed by more than 30 years of research and development, Blackbaud has helped thousands of nonprofits with powerful solutions that help them achieve their purpose. Now, with Blackbaud's NXT solution line, you have access to the industry's most advanced, fully integrated cloud suite designed exclusively for nonprofit organizations. No other nonprofit cloud solution can match the intelligence, accessibility, performance, and user experience the NXT solution line delivers—all with dramatically reduced IT and third-party costs, hassle-free upkeep, complete security, and the world's largest support network.

This is the game-changer you've been waiting for.

Raiser's Edge NXT is the first-of-its-kind cloud fundraising and relationship management solution that's smart, all-inclusive, fully integrated, and built exactly the way nonprofits want it. It is advanced technology that will help you grow your constituent base, cultivate new revenue streams, and expand your organization's impact like never before. It gives you the power of three decades of ideas and best practices from the world's best fundraisers, combined with the experience and strength only Blackbaud can offer. And it comes to you on one cloud platform that's fast, secure, and delivers automatic enhancements every one to two months.



"I love the new platform because it makes things seamless and easy. I've also been really excited about Raiser's Edge NXT for my mobile device. When I'm going to meet with constituents, I can immediately see their giving history, biographical information, recent touch points, and attributes."

—Betsy Dirksen Londrigan, Development Office, Abraham Lincoln Presidential Library Museum Foundation

Continued…

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Raiser's Edge NXT pulls together your processes and people to empower your entire mission forward, including:

Relationship Management

- **Consolidated constituent records** with easy views of actions and activities
- **Data enrichment capabilities** that work behind the scenes in NXT to automatically find and update addresses, email addresses, and phone numbers

Information

- **Real-time accessibility** for unlimited users from any device
- **An intuitive, role-based Workcenter** that serves you insights
- **Built-in reporting and prescriptive analytics** featuring wealth ratings, donor giving potential, recommended asks, and more to help you prioritize activities

Fundraising

- **Online giving** that supports multichannel donations
- **Targeted marketing tools** to improve online, direct mail, and email outcomes
- **Crowdfunding** capabilities to support social fundraising

Programs

- **Event management** that handles RSVPs, seating charts, catering, and more
- **Volunteer coordination** that captures interests, availability, hours, and assignments
- **Membership oversight** to steward alumni relations and more

Financials

- **Automated gift and payment processing,** regardless of transaction source
- **Integration** with our best-in-class nonprofit accounting solution **Financial Edge NXT™**

Skip the learning curve.

As a valued Raiser's Edge™ customer, we want to make the transition easy for you. While Raiser's Edge NXT is built on a new platform, it leverages constituent data stored in your Raiser's Edge database. This means you can **easily transition to Raiser's Edge NXT with zero conversion or functionality loss.** Talk to your account representative today to learn more about how you can be up and running in no time!

To learn more about Raiser's Edge NXT, visit www.blackbaud.com or contact your Blackbaud account representative. ➤

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