

Interactive Services

We'll meet you at the corner of fundraising, digital strategy and technology.



Today's fast pace and the competition for the hearts and wallets of your supporters requires you to quickly apply new strategies to acquire, engage and convert individuals into lasting supporters. How does your organization achieve this in the digital world? You need to deliver the right message, to the right person at the right time. Testing new approaches, integrating channels, and making data-driven decisions are good places to start. But, if that sounds like a tall order or you need more arms and legs, don't stress. We can help.

The Blackbaud Interactive team can provide the guidance you need to bring it all together. Where you may see challenges—higher fundraising goals, a fatigued email file, the proliferation of communication channels, a peak season that is taxing your team—we see opportunities. We'll help you build, grow, and sustain relationships with constituents so that you get the most out of every interaction. You'll accomplish more in less time, so that you can do even more for your mission.

We're in this together, we're dedicated to your success, and we'll have fun along the way.

**BLACKBAUD INTERACTIVE HAS BEEN USED BY
80% OF THE TOP 25 CHARITIES TO IMPROVE
THEIR STRATEGY, MANAGE ONLINE CAMPAIGNS,
AND REDESIGN THEIR WEBSITES.**

Our Job Begins with You

Nonprofit is in our DNA with many team members having years of experience fundraising and building awareness for a cause. Because of this, we can speak your language and collaborate to create a strategy that's tailored to your organization's fundraising, marketing, advocacy and communication needs. From defining strategic priorities and creating a realistic timeline, to setting goals and measuring success, we'll make sure that your online strategy supports your overall goals, makes the most of your existing resources, and integrates with your offline initiatives. We will prescribe actionable solutions that deliver measurable impact, and we can help you turn ideas into reality.

**OUR CLIENTS OUTPERFORM
THE ONLINE FUNDRAISING
INDUSTRY BENCHMARK**

3:1

The Team That Can Make It Happen

From the Beltway to the Bay Area, we've collected the best and the brightest to better serve nonprofits. We are experienced consultants that blend Internet savvy with fundraising and direct marketing expertise to create innovative strategies, campaigns, and websites that boost awareness, increase engagement, raise money, and create change in the world. Our team's cutting-edge skills in front-end website coding, combined with a judo-level expertise in our products, will help you leverage the best of what your Blackbaud technology has to offer.

Constituent-Centric Approach

Constituents are at the heart of your organization. Our approach helps you translate your mission into online or integrated marketing programs that successfully acquire, engage and convert individuals into lasting supporters. The stakes are high, so we've designed a process where each step helps produce measurable and sustainable results across any initiative—fundraising, advocacy, list-building, communications, or stewardship. We drive return on investment together by defining realistic goals, establishing metrics and recommending improvements over time.

ACQUISITION.

Meet constituents on their terms.

CULTIVATION.

Build on the conversation.

STEWARDSHIP.

Engagement at the right level.

Whether it's creating awareness, raising dollars or inspiring action, your nonprofit is competing with every other voice and mission out there. In order to rise above the noise, you must deliver messages that are personal, timely, and based on the needs of your constituents. Our acquisition strategies help you to identify what new opportunities exist in terms of connecting with your constituents. We make sure you're maximizing your entire web presence and creating new programs and campaigns when needed and using data to drive the recommendation.

You've successfully got their attention, now what? Once you've acquired new supporters, it's critical that you welcome them and show them what else you have to offer. Our cultivation strategies help you bridge the gap for new constituents—acknowledging their contribution, encouraging them to share their support via social networks, building further awareness of your mission, and providing a series of ways to get involved more deeply. Regardless the method, we ensure that you never leave new supporters stranded, and that you're always looking a few steps ahead to make the most of every interaction.

Building meaningful constituent relationships takes plenty of care and feeding. It requires tracking every interaction to build insights about your constituent's behavior. You must understand their motivations and what moves them into action. Our stewardship strategies unlock these insights to move supporters to higher levels of engagement with the ultimate goal in mind—lifetime support. Successful stewardship creates sustainable results and sets the stage for your organization's long-term vision.

Key Interactive Capabilities

You may be new at using integrated online and offline marketing to engage constituents with your mission. Or, you may need to boost the effectiveness of your existing fundraising programs. Either way, we can help you plan and execute a winning strategy for acquiring and engaging individuals and converting them into lasting supporters. We consult on a per-project or retainer basis.



Strategic planning based on landscape analysis, research, existing resources



Comprehensive online fundraising programs



Digital outreach strategies for supporter acquisition, cultivation and stewardship



Constituent-centric campaign performance optimization



Interactive design for campaigns, websites and mobile



End-to-end technical implementation



Results benchmarking and ongoing performance analysis

For more information on our services, go to www.blackbaud.com or contact your sales representative today! ►