

Blackbaud's Solutions for Faith-Based Organizations



Blackbaud's solutions help faith-based organizations build stronger relationships with supporters, make smart strategic decisions, achieve the highest level of fiscal transparency and accountability, and evaluate the performance of every initiative or department in real-time.

Partnering with Blackbaud can ensure that your relationship management, fundraising, stewardship, communication, marketing, and more result in the excellence your supporters expect.

With Blackbaud's Solutions, you can:

Foster lifelong relationships:

- Attract and retain supporters with an interactive, online community and showcase a well-branded website.
- Provide supporters with an easier way to give and communicate with you and each other.
- Create a website that supports your relationships with targeted, relevant communications and content.
- Deliver targeted, timely communications through direct mail, electronic newsletters, and personalized emails.
- Achieve a complete view of relationships by recording every interaction you have with supporters.

Demonstrate fiscal responsibility and stewardship:

- See a holistic view of organizational health and make strategic decisions.
- Share timely, accurate information with key stakeholders through distributed reporting.
- Measure the impact your mission has on the community it serves and communicate that via your website.
- Ensure donated funds are accounted for and protected.
- Verify to key stakeholders, supporters, and the community that funds were used for their intended purposes.

Achieve operational efficiency:

- Quickly prepare for meetings and calls with up-to-the-minute information — no need to rely on other staff members for information.
- Automate repetitive tasks and organize specific actions to effectively manage standardized processes and ensure timely follow-up.

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- Stay connected wherever you are. Connect multiple offices, upgrade systems without additional IT staff involvement, allow staff to work from home, and ensure those in the field are always up-to-date.

Blackbaud's Solutions for Faith-Based Organizations Include:

The Raiser's Edge(i)™

The world's most popular fundraising and supporter management solution just got even better by combining best-of-breed technology with analytics, ongoing training and support, and proven nonprofit expertise to provide a clear path toward accomplishing your mission. It can help you:

- Start with clean and accurate data
- Target and identify your best prospects
- Personalize communication for every audience
- Measure your success
- Provide one holistic view of your supporters
- Raise more money with better managed events and appeals
- Grow your supporter base with volunteer, membership, and alumni management
- Increase efficiency, saving time and money

Blackbaud NetCommunity Grow™

Blackbaud NetCommunity Grow combines powerful Internet marketing technology with an expert-led eMarketing program to help faith-based nonprofits maximize impact and produce measurable results.

It can help you:

- Reach more supporters online
- Drive website traffic with powerful email marketing tools
- Increase online revenue with targeted donation forms and flexible giving options
- Grow your list of email subscribers
- Inspire supporters with more engaging communications
- Launch email campaigns and newsletters that get your organization noticed and your supporters responding
- Improve the effectiveness of online campaigns through easy-to-use tracking and reporting features
- Build and benefit from strategic multi-channel campaigns
- Learn to better segment your email list so you can engage supporters with inspiring messages
- Reduce the amount of time spent on administrative tasks with full integration with The Raiser's Edge(i)™

► Contact us at 800.443.9441 or solutions@blackbaud.com to learn more.