Take Your Website from Ordinary to Extraordinary
An Overview of Blackbaud® Internet Solutions

Blackbaud Internet Solutions will enable your organization to build an online community where you can educate the world about your mission, add new supporters, and raise more money by creating a personalized online experience for your constituents. It is an online communication and Internet marketing platform that will help you build an expanded and loyal network of support.

"Support" means much more than just monetary donations. Raising money is important, but so are the many other facets of support, including event participation, volunteering, employment, sponsoring a child, membership, and spreading the word about your mission. To be effective, you must cultivate all types of support, and your website should be your greatest ally.

With Blackbaud Internet Solutions, You Can:

Educate the community about your mission and add new supporters

Blackbaud Internet Solutions allow you to get the word out about your campaigns, programs, upcoming events, and volunteer opportunities. Provide an audience-friendly website that engages visitors through a compelling design and encourages participation through intuitive navigation. Drive people to your site with emails, invite supporters to read more about the topics that interest them, broadcast your electronic newsletter to targeted audiences, and simplify your fundraising efforts with online appeals and reminders. Offer personal pages, message boards, and blogs to help enthusiastic supporters and busy staff members communicate within their own groups and with each other.

Build relationships that extend beyond donations

It's no surprise that members and supporters who are involved and interested will contribute more, but keeping them engaged can be a difficult job. When a supporter logs in to Blackbaud Internet Solutions, your website can provide a personalized experience unique to his or her interests, including specifically targeted appeals. Visitors can learn about your organization, register for upcoming events, communicate with other supporters, update their own profiles, or make a donation all on your website. All transactions are shared seamlessly through **Blackbaud CRM™**, so there is no need for duplicate entry or error-prone uploads.

Broaden relationships, build loyalty, target your message, and increase support with:

- Professional, engaging website design
- One online/offline database
- Sophisticated online communication tools
- Advanced targeting and segmentation
- Highly personalized content
- Complete online giving
- Online constituent directories
- Membership management
- Volunteer and event registration capabilities
- Single sign-on and sharing with public social networks
- Private, integrated social communities
- True integration with Blackbaud CRM

Raise more money by personalizing online giving and participation

Convey your need for funds through targeted, compelling content. Raise more money for your mission by providing individualized donor forms with dynamic giving levels based on a particular appeal or a supporter's past giving history. Create sophisticated, highly targeted eMarketing campaigns that work in concert with Blackbaud Direct Marketing lists and are optimized through testing and segmentation. Expand your network of supporters by allowing volunteer fundraisers and event participants to take fundraising into their own hands by sending personal messages to mobilize their family and friends.

Key Benefits and Features

Social Networking and Media:

Blackbaud Internet Solutions visitors can use their Facebook® or Twitter® logins to join your online community, encouraging greater participation by reducing the number of unique user names and passwords a visitor must remember. Native user networking tools, such as directory messaging, give website visitors a secure place to network; visitors can even help spread your message through easy page sharing links for sites like Twitter®, LinkedIn®, and Facebook®. House social networks enable the highest level of engagement and conversation between communities of site visitors and provide you with rich opportunities for social listening and data collection.

Weblogs/Blogs:

Keep supporters coming back to your website to collect and exchange information of interest, including personal feedback, commentaries, news updates, and links.

Personalized Online Giving Options:

Allow your donors to make easy online donations in a secure environment. Allow website visitors to make multiple donations or registrations via a single transaction. Create personalized donation forms with fund designation and dynamic giving levels based on a donor's profile and giving history.

Event Calendars and Registrations:

Display event calendars and offer online event registration to allow targeted individuals to register and/or pay for single or multiple events in one transaction.

Content Management:

Allow non-technical users to create and update content in real time with straightforward tools in a web-based interface. Establish "workflows" by allowing content authors to pass text and images to approvers. Alert approvers that content is ready via email. Upload images from Facebook® or your computer. Store and link documents easily.

Constituent Relationship Management (CRM) Solution:

Consolidate all interactions with your supporters — both online and offline — into one best-of-breed nonprofit database solution.

Integrated Transaction Processing:

Automate the setup and processing of online donations, profile updates, membership, fundraising events, advocacy, polling, event payments, and registrations.

Gift Designations: Make it simple for donors to select from your large list of available funds when allowing gift designations.

> "With Blackbaud we can maximize our ability to process donations online… (they) provide technology that we can count on to handle tremendous online volume."
>
> — Major George Hood,
> National Community
> Relations Dir.,
> The Salvation Army of the USA

Blackbaud customers experienced a YOY growth of 34.5% for online fundraising in 2010 as compared to an industry average of 20%.

Email Subscriptions:

Encourage more subscriptions by requiring as little as an email address. Map subscription history back to constituent information once records are created in Blackbaud CRM.

Content Publication and Expiration:

Set "from" and "to" dates for page content to determine when content should be published or expire. Review images prior to publication.

eCards:

Offer attractive online greeting cards as a way for supporters to spread the word or make tribute gifts.

Membership:

Easily manage membership sign-up, renewal, and upgrade opportunities. Offer exclusive content, web pages, and features for each secure-login membership level.

Slideshows:

Upload photos or images to share in a slideshow display.

Document Sharing and Distribution:

Upload, host, and share documents with targeted individuals based on login security rights – perfect for annual reports, financial updates, or meeting minutes.

Polls/Surveys:

Create and publish poll and survey questions so you can gauge constituent feedback and understand supporter preferences to better target future communications.

Author Security:

Protect your website with unique sign-in and password security settings designated for individuals responsible for updating web pages or sections of pages.

RSS News Reader:

Expand the fresh content on your site with little effort by hosting news feeds from thousands of reputable online news sources to pique your supporters' interests.

eCampaigns:

Manage email and eNewsletter design templates, target recipient lists, personalization, A/B testing, seed lists, exclusion lists, scheduled sending options, and campaign analysis.

Multi-site Management:

Provide websites or pages to chapters within your membership or supporter base. Provide geographically distributed groups within your organization the ability to manage a micro-site or content within your main site. Delegate website content and profile management to chapters or groups.

Improved Internationalization, Accessibility, and Extensibility:

Build richer customizations with an even more powerful open API. Ensure compliance with online accessibility standards, including Web Accessibility Initiative (WAI) and Section 508. Provide website content and forms in multiple languages or your own unique style.

Design and Content Assistance:

The Blackbaud Interactive strategy and design services team has helped thousands of nonprofits create attractive, audience-focused, and compelling websites and online campaigns. Our experienced team can help you leverage your website's design, content, and functional capabilities to support your online goals and overall mission. Learn more at www.blackbaud.com/portfolio.

"Blackbaud helped us achieve our goal of consolidating our online and offline databases to improve fundraising. We now know more about our constituents and have that information at our fingertips. But the real value of our partnership with Blackbaud is the industry expertise they bring. They are not just another software company."

— Jonathan Beyer,
Executive Director of IT,
ELCA

In the first year of using Blackbaud Interactive Email Marketing solution, organization experience a 10-times improvement in email conversion rates.

> To learn more about Blackbaud's Internet Solutions, visit www.blackbaud.com or contact your Blackbaud account representative.