Blackbaud Sphere® eMarketing™ Basic

There is much more to establishing a powerful and effective online presence than just having a website. Your website should help you build an expanded and loyal network of support. That means that your organization should have a strong marketing strategy and the tools it needs to keep supporters interested and engaged in your mission.

**Sphere eMarketing Basic** provides a powerful and cost-effective way for nonprofit organizations to begin or complement their existing online marketing strategies. More than simply providing quick emails to your constituents or a simple website promoting your cause, Blackbaud’s on-demand **Sphere eMarketing Basic** can help you reach and engage new and existing constituents and provide them with a sense of community and belonging.

**Sphere eMarketing Basic** combines some of the industry’s most powerful online marketing tools, online donation and registration, email communications, and fundraising campaigns to provide nonprofits with the tools necessary to acquire, engage, and cultivate donors.

**Sphere eMarketing Basic** and these modules can help your nonprofit meet its overarching organizational goals:

**Email Communications:**
- **Targeted Campaigns** – Create targeted email communications to specific segments using an advanced query engine.
- **eNewsletter Management** – Allow constituents to subscribe and unsubscribe to specific eNewsletters.
- **Content Editor** – Enable non-technical staff to create rich HTML emails with a state-of-the-art WYSIWYG editor.
- **CAN/SPAM Compliance** – Promote cleaner lists with a double opt-in and opt-out option tool.
- **Template Library** – Create and manage a library of email templates.
- **Split Mail Testing** – Compare the effectiveness of various email subject lines and messaging.
- **Bounce Management** – Tracks individual receipt delivery results to optimize future delivery performance.
- **Forward to a Friend** – Allow recipients to forward emails to recruit friends or colleagues while tracking the volume and success of such activities.
- **Spam Assassin** – Test and verify the quality of email content before sending to reduce potential ISP blocking and improve deliverability.
- **Dynamic Content** – Personalize emails with mail-merge fields and content based on demographic, behavioral, or other data.

“Blackbaud Sphere's precise segmentation enables us to track our results and enhance our strategies with confidence and ease.”

— Amanda Wasson, VP Client Services at is7 (for Cure International)
Auto-Fill Online Forms – Pre-populate forms accessed by constituents to promote database cleanliness and an easier user experience.

Recurring Email Schedules – Create dynamic email communications that automatically send on a pre-set frequency, such as daily, weekly, monthly, or annually.

Dashboard and Reporting – Access a list of delivery results within a detail report for each mail campaign and individual mailing. Analyze open rates, clicks, bounces, form completions, transactions, unsubscribes, and more.

Fundraising Campaigns

Campaign Management – Track the performance of marketing and fundraising activities.

Gift Entry – Track and record offline giving, including donations, pledges, and recurring gifts.

Giving History/Profile – A giving data summary is automatically calculated for individuals and households.

Matching Gifts – Blackbaud’s MatchFinder® is integrated with Blackbaud Sphere™ to provide information to donors about the possibility that their company may match their contribution. Additional fees apply.

For more information, visit www.blackbaud.com/services/des.aspx.

Contact Forms – Use a form-builder to capture constituent information.

Donation Forms – Use a form-builder to create single- or multiple-step forms to collect online donations.

Registration Forms – Use a form-builder to create single- or multiple-step registration forms. Forms can be used for volunteers, conferences, or other event types and can have standard and custom fields. Forms come with full reporting.

Sphere Supporter Database

Individual Profiles – Record all critical information about your constituents in one easy-to-manage place.

Organization Profiles – Create, record, and manage profiles of organizations and primary contacts.

Custom Profile Fields – Create and organize custom fields for individual, organization, and transaction records.

Static and Dynamic Segments – Categorize your constituents and target your communications.

Relationship Tracking – Track interconnected supporters and their highlights.

Duplicate Management – Create settings to automatically resolve duplicate records or resolve them manually.

Interaction Tracking – Centrally record activities about interactions associated with constituents.
• **Liquid Score™** – Target your audience and improve direct response ROI with this simple yet accurate wealth score.

• **Query Tool and Import Center** – Quickly import, update, or retrieve records using customized export queries and a standardized set of templates covering most all available data.

• **Stand Alone Web Pages** – Use a WYSIWYG editor to create administrative dashboards and public web pages hosted independently from each other.

**Sphere Supporter Database — Payment Processing**

• **Complete Solution** – Get fully integrated payment services requiring no merchant account set-up.

• **Payment Options** – Get transaction support for all major U.S. credit cards and direct debit.

• **Low Transaction Fees** – Benefit from Blackbaud’s ability to negotiate the lowest rates from payment processors.

• **Simple Administration** – Manage all of your online payments through a single interface including the ability for full or partial reversals for collected payments.

• **Real-Time Reporting** – Instantly access all transaction activities such as event registrations, donations, and eCommerce purchases.

• **Security Compliance** – Blackbaud is certified as a merchant processor by PCI, the industry standard for credit card processing, and has completed full information security audits by third-party companies.

• **Highly Secure Infrastructure** – Process payments protected by state-of-the art security measures, such as redundant firewalls, authentication services, and an encrypted SQL database unreachable by any public IP address.

• **Installment and Recurring Payments** – Allow supporters to set up secure, recurring, or installment payments on a weekly, monthly, quarterly, or annual basis. The ability to manage future payments is included.

• **International Currencies** – Supports credit card processing in non-U.S. currencies and non-U.S. credit cards.

• **Transaction Identifiers** – Customize the descriptors that appear on your donors’ credit card statements.

• **Third-Party Payment Processor Service** – Get the ability to process funds through a third-party (i.e., non **Blackbaud Sphere**) payment processor using Verisign Payment Gateway services.
Sphere Supporter Database — Connect

- **Connect Data APIs** — Utilize a robust set of application programming interfaces (APIs) to exchange data between Blackbaud Sphere and a third-party system. APIs cover more than 20 core Sphere Supporter Database data types including account meta-data, custom fields, and custom tables.

- **Polling and Query API** — For enterprise integrations, the query API supports an embedded SQL-like query that filters potential result sets. The getUpdated method supports polling by returning just the records that have changed since the provided time stamp.

- **Connect Process APIs** — Utilize business process APIs to initiate and record gift activity in the Blackbaud Sphere database.

- **Connect Documentation & Community** — Get a library of API literature complete with specification, sample code, and use cases. Use the online community for technical questions and best practices.

- **Connect Catalog** — Get a catalog of software solutions that come pre-integrated with Sphere. The wide range of solutions include caging, social networking, video, and text messaging.

- **Raiser’s Edge Connector** (optional) — Exchange core donor data between Blackbaud Sphere and The Raiser’s Edge®. It features two-way or one-way data exchange options, new Blackbaud Sphere tab within The Raiser’s Edge, and single-sign on between the systems.

- **Single Sign-On** — Develop an administrative login link between Blackbaud Sphere and another system using a standard SSO format.

- **Gadget Development Toolkit** — Build customized gadgets or widgets to penetrate social networks and increase fundraising success.