

TEAMRAISER



Communicate, Coach and Motivate

Turn Your Passionate Supporters to Fundraising Rockstars!

Peer-to-peer fundraising isn't just about events anymore. Nonprofit organizations of all types and sizes are using peer-to-peer campaigns to reach more people, raise more money, and connect more deeply with their supporters.

TeamRaiser™ Helps You:

- Empower your supporters with tools to succeed
- Communicate with fundraisers to reach full potential
- Create actionable reporting to maximize results

TeamRaiser is designed to help your supporters make the right ask of their peers, so you can grow awareness and raise more funds for your organization.

An intuitive and dynamic participant center makes it easy and efficient to reach out into their networks using email and social media.

TeamRaiser's retention features enable you and your participants to fundraise more efficiently without starting over for every new campaign.

We help pave your path to fundraising success with top notch support and numerous free resources. All clients receive a personal Client Success Manager to empower you with best practices and resources to succeed.

"Blackbaud's TeamRaiser was a great fit for us. As a non-event based organization that had never asked our network to fundraise for us, we were intimidated by P2P and needed both a tool and a strategy partner that would help us grow."

- Diana Dauber

Director of Communications and Marketing
Active Minds, Inc.

1/4 fundraising emails from a peer
result in a donation

1 out of 4



300%

Returning
participants are
300% more
productive than
1st time
participants

With TeamRaiser™ you can have everything you need to turn your supporters into fundraising rockstars including:

- **Personal Trainer**

Participants receive customized instructions for their fundraising tools with text, graphics, and colors based on their participant type

- **Customizable Personal Page**

Fundraisers can share their personal story, set goals and track progress

- **Dynamic Coaching Emails**

Drive action and fundraising activities with behavior and time triggered messages

- **Gamification**

Encourages participants to keep an eye on the “competition” with top fundraiser and team lists, fundraising milestones, and achievement badges

- **Draft and Pre-Populate Content**

Ensures a consistent message from all your participants and jump starts your participants’ personal pages and email activities

- **Reporting**

A combination of standard and custom reports enable event managers to keep their finger on the pulse of fundraising performance and take action

The best news: TeamRaiser™ is integrated with the industry’s leading CRM, **The Raiser’s Edge**, enabling top notch supporter management.

“The Marine Mammal Center has gone ‘zero to 60’ with our event fundraising thanks to TeamRaiser.”

- Dale Anania,
Associate director of annual giving,
The Marine Mammal Center



Walkers who send emails on average raise \$419 compared to non-email senders who raise \$65

Communicate, Coach and Motivate with TeamRaiser™ -
turning your passionate supporters into fundraising rockstars.

Visit www.blackbaud.com for more information

