

# Empower your supporters with everydayhero® Pro.

everydayhero Pro is a simple, scalable, and intuitive peer-to-peer fundraising platform. It allows you to create fully branded campaigns that reflect your unique look and feel, and it empowers individuals to raise more for your cause.

## everydayhero Pro helps you:

- Engage supporters and their networks to raise more
- Build awareness and acquire new donors
- Deploy branded fundraising campaigns quickly

And, it's integrated with Blackbaud's CRM solutions, including eTapestry®, Raiser's Edge™, and Raiser's Edge NXT™, enabling top-notch, end-to-end supporter management.

Whether you're a novice web user or an expert, simple campaign creation tools allow you to build and deploy beautiful, branded campaigns in minutes, so you can quickly turn on initiatives to engage supporters.

Built with the modern fundraiser in mind, everydayhero Pro's platform gives fundraisers and donors the mobile, social, and interactive giving experience they expect in an easy-to-use interface.

Research-based fundraising best practices are built into every campaign, so your supporters are fully engaged and have the tools they need to raise more right at their fingertips.

We help you unlock the power of next-generation fundraising by combining a global team of developers, innovators, and fundraising experts dedicated to your success, with PCI Compliance and the trusted security and stability of Blackbaud.

## The World of Possibilities with everydayhero Pro:

- Peer-to-Peer Fundraising
- Crowdfunding
- Social Fundraising
- DIY Campaigns
- Run, Walk, Ride Events
- Virtual Events
- Giving Days
- A-thons of All Types
- Endurance Programs
- Fitness Challenges
- Team and Corporate Challenges
- Board Fundraising
- And More!

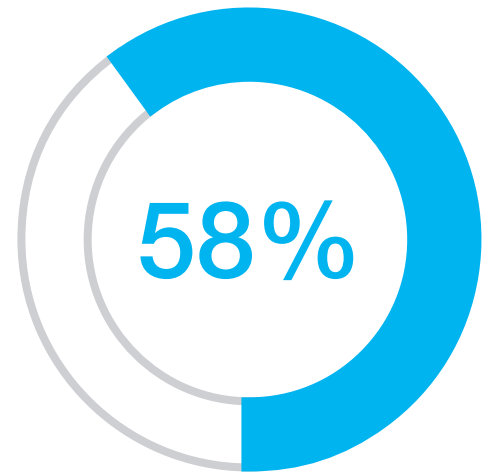
[Learn More >](#)

*"As a global nonprofit, we were thrilled with the way our first everydayhero campaign allowed us to empower our network of 50,000 members from 60 chapters around the world. Our members can now act as ambassadors for our fundraising efforts, and we're planning to launch four more campaigns."*

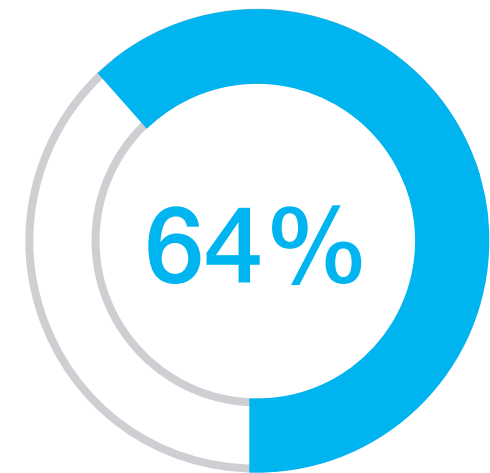
—Adriana Gascoigne,  
CEO, Girls in Tech

everydayhero Pro® gives you everything you need to claim your rightful place in the world of peer-to-peer crowdfunding:

- **Storytelling**  
Social media-style individual pages promote storytelling, which raises more funds than traditional, fact-based fundraising
- **Mobile Responsive Design**  
Provides a slick web experience for users on any device
- **Social Sharing Tools**  
Transform event participants into social ambassadors
- **Unique Integrations**  
Fitness tracking through Fitbit, MapMyFitness, and Strava™ creates more engagement and raises more funds
- **Simple, Secure Donation Forms**  
Increases donor conversion while giving donors the option to pay processing fees
- **Blackbaud Solution Integration**  
Allows greater ease-of-use and efficiency for your team
- **World-Class Professional Services**  
Access additional resources through our advanced design, development, strategy, and communication services



58% of individuals share information about nonprofits with their social networks because they feel it makes an impact.



64% of millennials fundraised for peer-to-peer campaigns.  
—Millennial Impact Report



[Learn more about everydayhero Pro >](#)

Light on staff or expertise when it comes to your development, marketing, communications or web team? everydayhero's unmatched in-house professional services include technical and consulting services rooted in decades of industry expertise.

## We Can Help

everydayhero Pro subscribers can access additional resources and world-class talent through our advanced design, development, strategy, and communication services offerings. Enhance your capabilities, raise more funds, and deepen your impact by ensuring that your website, peer-to-peer, and online giving experience exceeds your fundraisers' and donors' expectations. Cultivate richer relationships, reach more donors, and create a more connected online community with our unique and turnkey service offerings.

# Professional Services



## EVERYDAYHERO GO!

Everydayhero Go! provides your organization with the resources needed to launch your first two peer-to-peer fundraising events or campaigns and sets you up for future fundraising success. Go from zero to P2P proficient in 90 days with two campaign builds and a promotional toolkit, as well as six consultant-led webinars discussing strategy, product features, and promotional tactics.



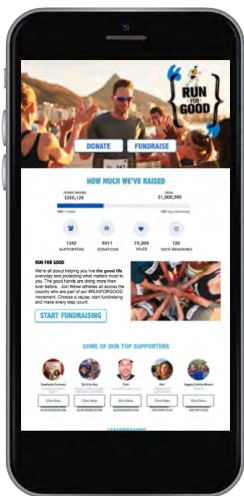
## IMPACT BOARD

This alternative landing page design takes your campaign to the next level by using enhanced widget inclusion to create dynamic leaderboards, optional sponsor inclusions, find a friend functionality, and more. Showcase campaign progress, highlight top supporters, and emphasize campaign or event details through rich text, video, or imagery.

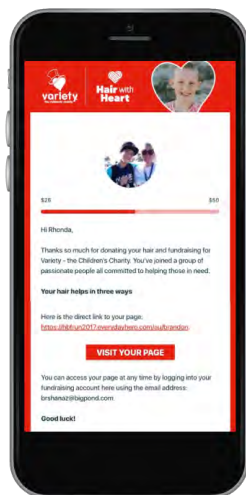


## AUTOMATED BEHAVIORAL COMMUNICATIONS

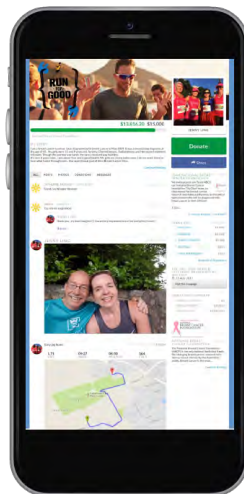
Maximize fundraising performance with automated behavioral communications that are fully customized to reflect your cause and campaign. Our automation tool builds a dynamic journey for each participant using behavioral triggers proven to optimize fundraising outcomes. Customized and personalized messages encourage critical actions and celebrate key milestones to help fundraisers raise more.



Impact Board



Behavioral  
Communications



Campaign Build

Let us guide your organization into the next generation of fundraising. Additional services include:

- Campaign builds
- Custom thank you pages
- Giving hubs
- Custom web services
- Strategic consulting

Find out more >