

▶ **THE KEYS TO FUNDRAISING
SUCCESS**

An introduction to the Raiser's Edge (i) for Canadian Organizations

blackbaud[™]
your passion > our purpose

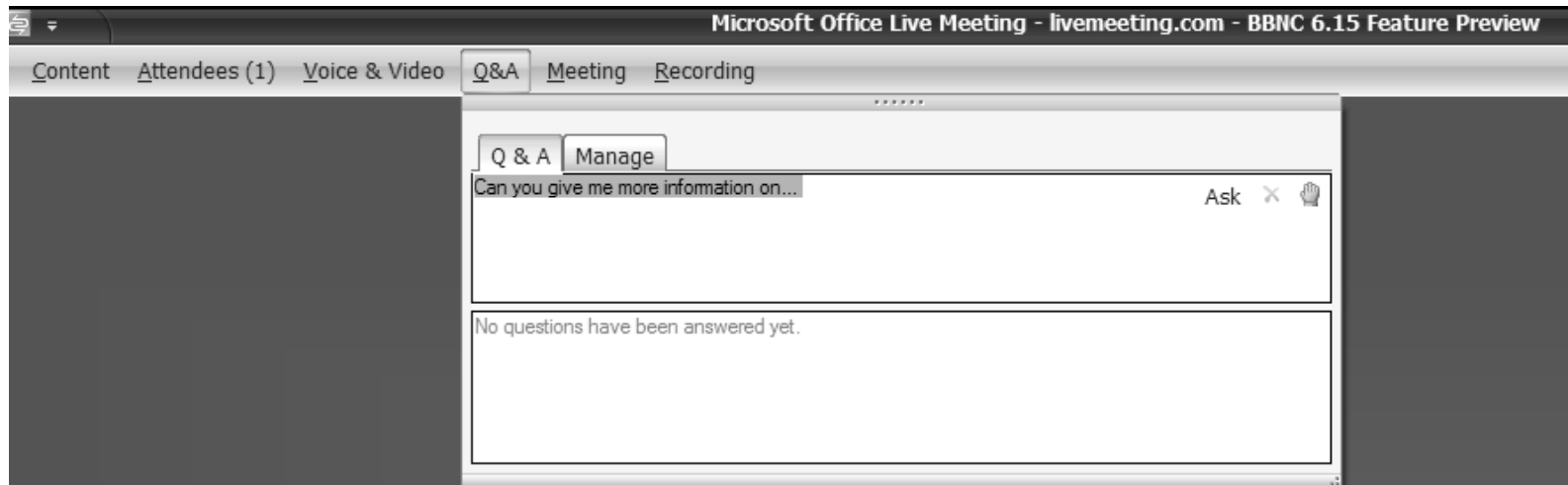
► HOUSEKEEPING!

- Please mute your phone while listening. Only unmute when laughing at my jokes
- Please do not put the call on hold – hang up and call back to eliminate hold music playing during the session
- Optimize Viewing the Event
 - Hit the F5 key to put the window into full-screen mode
 - Close all other applications
 - Increase your computer's screen resolution
 1. Start Menu->Control Panel->Display
 2. Settings Tab
 3. Increase screen resolution by moving the slide all the way to the 'More' side (right)
 4. Click Apply and OK

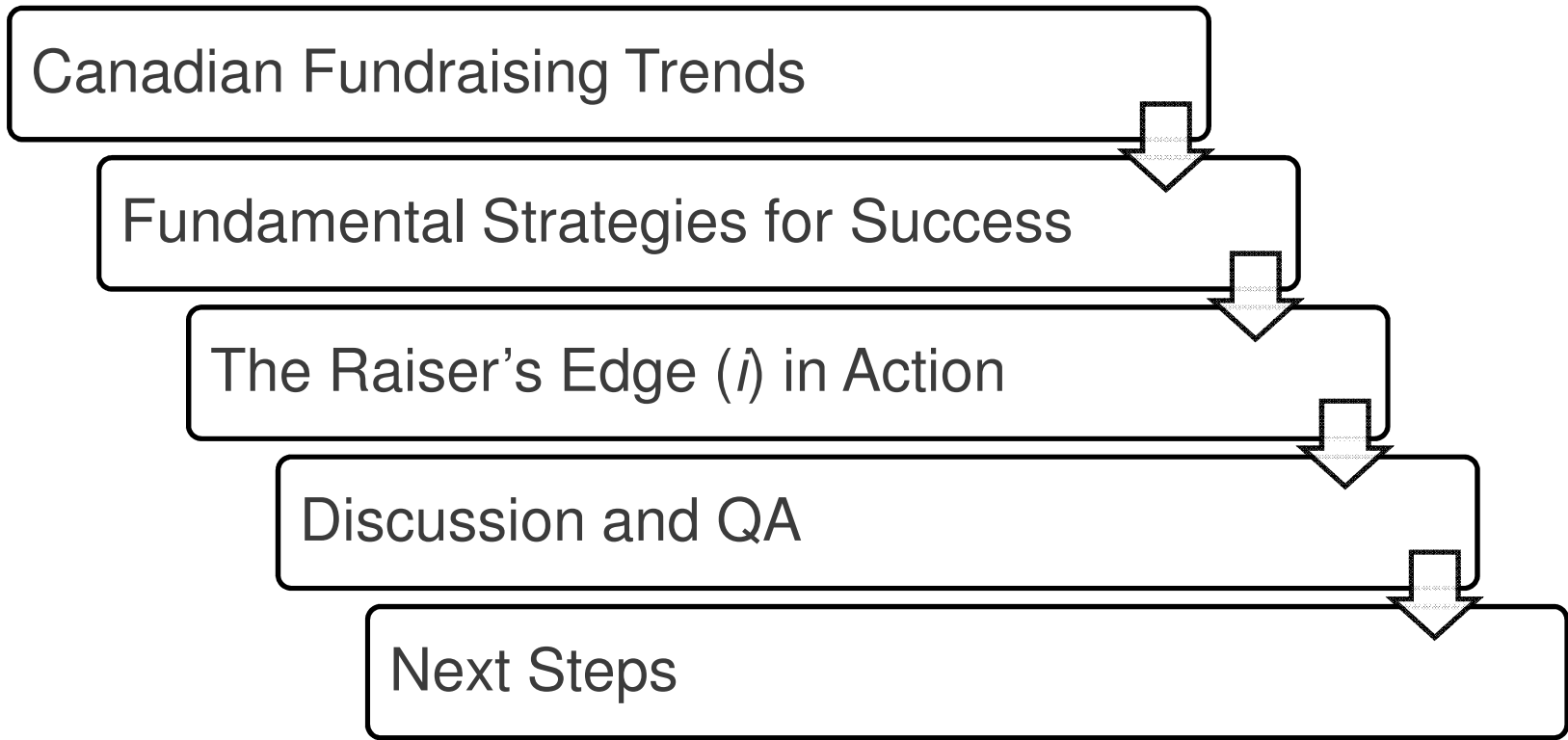


► QUESTIONS ALONG THE WAY?

Please feel free to type your question into the Q&A chat box:



► AGENDA



► **SO WHAT DO WE ALL HAVE IN COMMON?**

We read email before snail mail

*We're **BUSY!!***

We are more comfortable than ever online

*We expect
personalized
communication*

*We're spoiled by
Amazon.com!*

*We satisfy
interests
on our
own schedule*

We expect immediate feedback

We demand accountability and transparency



► **STATE OF THE UNION: CANADIAN
FUNDRAISING TRENDS**

► SCRUTINY FROM DONORS IS AT AN ALL-TIME HIGH

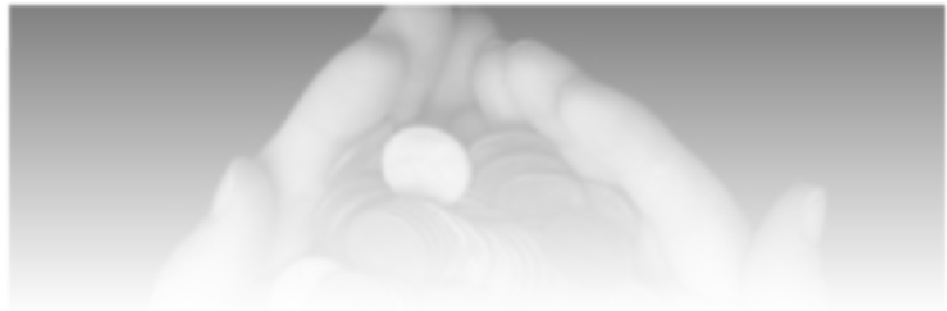
Expectations for operational excellence continue to rise



Supporters require full transparency on where dollars are spent



Prompt acknowledgements and thoughtful communications are critical



► YOUR SUPPORTERS AND PROSPECTS ARE ONLINE

- Percent of Canadian donors that said they had already given online or planned to do so this year:

72%

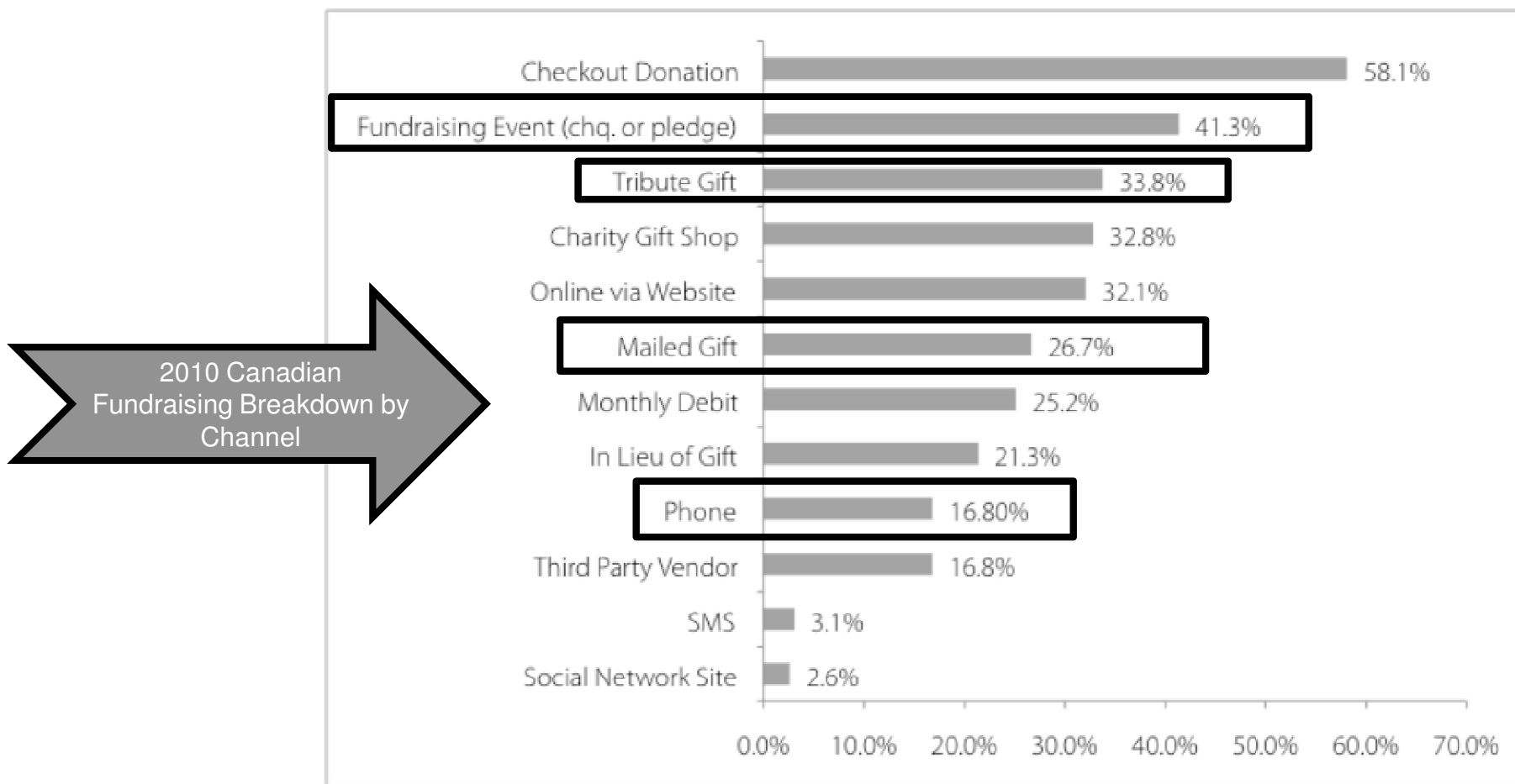
- Percent of Canadian donors that said they would make at **least** one online transaction in 2010:

75%

- Percent of Canadian donors under the age of 35 that said they would make at least one online transaction in 2010

90%

▶ TRADITIONAL FUNDRAISING METHODS ARE NOT DEAD



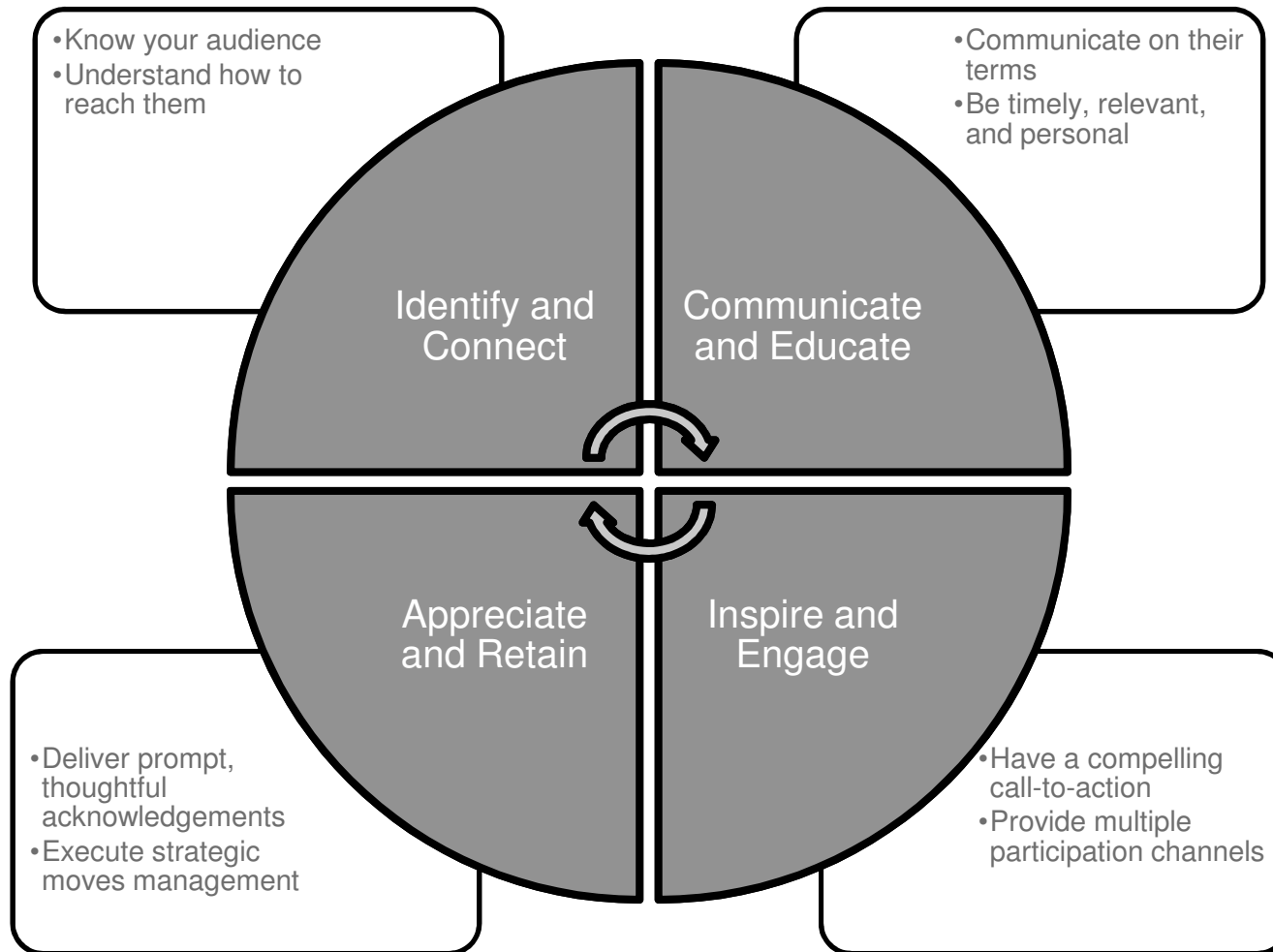
Source: "The Next Generation of Canadian Giving", Nov 2010

► WHAT DOES ALL OF THIS MEAN?

A multi-channel strategy is **critical** in acquiring *and* retaining donors



► CORNERSTONES OF A SUCCESSFUL MULTI-CHANNEL STRATEGY



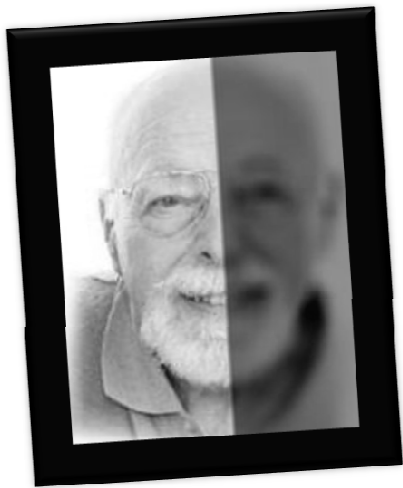
We know what you're
thinking....

“easier said than done!”

(right?)



► BLACKBAUD UNDERSTANDS THAT AN INCOMPLETE VIEW LEADS TO AN INCOMPLETE UNDERSTANDING



Offline Persona

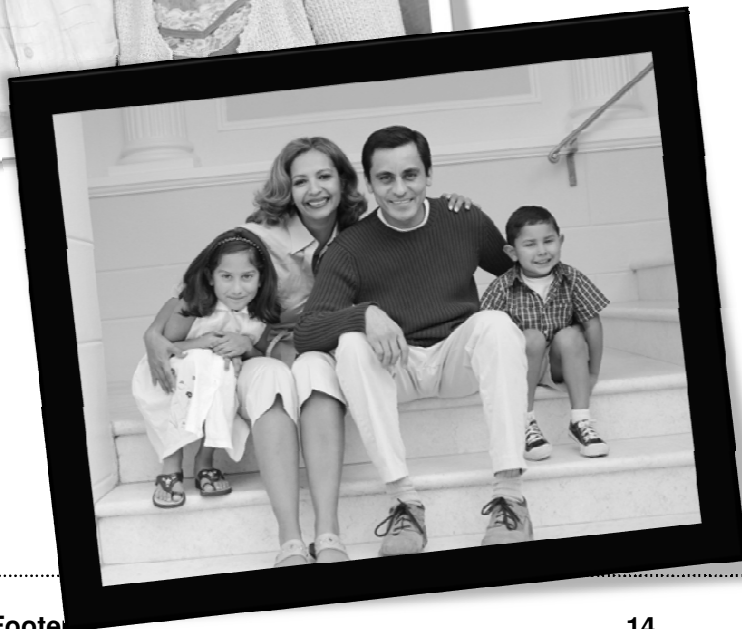
- Dr. Robert Hernandez
- Giving this Year: \$2,500
- Regularly responds to direct mail appeals with gifts of \$200 or more



Online Persona

- Dr. Robert Hernandez
- Giving this Year: \$1,000
- Subscribes to the weekly newsletter, sends eCards for family holidays

► ...AND MISSED OPPORTUNITIES WITH THIS SUPPORTER AND OTHERS



Dr. and Mrs. Robert Hernandez

Consistent, loyal relationship across many dimensions

- **Lifetime Commitment:** \$27,000 since 1995
- **Offline Interactions:** His company sponsors the annual event every year, regularly responds to direct mail appeals with an average gift of \$200 or higher, multiple event tickets purchased
- **Online Interactions:** Sends eCards, Visits pages on Planned Giving and Volunteering, high open rate on “Will and Bequest” emails.
- **Network Interactions:** His daughter volunteers and his son-in-law’s brother was a program beneficiary who has promoted your organization on his blog

► WE BUILT THE RAISER'S EDGE (I) TO HELP YOU:

- ✓ Target and identify your best prospects
- ✓ Personalize communication for every audience
- ✓ Provide one holistic view of your supporters
- ✓ Increase efficiency, saving time and money
- ✓ Measure, manage, and report on your success
- ✓ Raise more money with better managed grants and appeals

...in ONE place!

► WHAT DOES THE RAISER'S EDGE (I) INCLUDE?

Comprehensive Supporter Relationship Management

- Donor management
- Relationship tracking
- Volunteer management
- Event management
- Microsoft integration

Online Fundraising and Communications

- Online fundraising
- Email marketing
- Supporter log-in and profile management
- Full credit card processing compliancy

Offline Fundraising and Communications

- Pledges and recurring gift management
- Batch gift entry and one-click acknowledgements
- Revenue forecasting
- Split gift designations
- Major gift and planned gift tracking
- Honour/memorial giving

► (...IT WOULDN'T ALL FIT ON ONE PAGE)

One-click Reporting

- 200+ built-in reports
- User-defined dashboards for quick access

Data Security, Reliability, and Accessibility

- Fully hosted in Blackbaud's Vancouver hosting facility
- Role-based dashboards and reports
- User-defined rules and homepages

Support

- Unlimited live support
- Web-based training
- Unlimited product upgrades



► **READY TO SEE IT IN ACTION?**

► IMPACT OF A TRULY INTEGRATED SOLUTION



BB customers average gift size is \$144.72 compared to an industry average of \$81.33

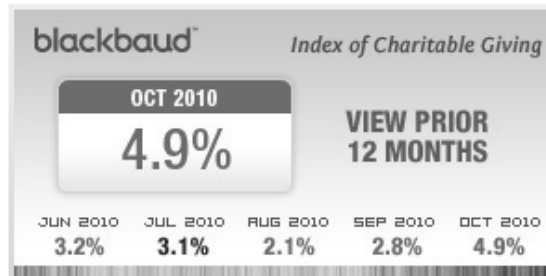
Blackbaud customer websites convert 5% of visitors into supporters compared to a industry benchmark of only 2%.

Blackbaud customers experienced a significantly higher YOY growth rate compared to industry average (21% to 14%)

► HELPFUL TOOLS AND RESOURCES

OVERALL FUNDRAISING REMAINS POSITIVE

The Blackbaud Index of Charitable Giving is a broad-based fundraising index that reports total revenue trends of 1,412 nonprofit organizations representing \$2.2 billion in yearly revenue on a monthly basis, both offline and online. The Index is based on actual revenue statistics from nonprofit organizations of all sizes representing arts, culture, and humanities; education; environment and animals; healthcare; human services; international affairs; public and society benefit; and religion sectors. Read more about the methodology.



Friends As
The blog wit
ideas
fur

The Blackbaud Index of Charitable Giving reports that overall revenue increased by 4.9% for the 3 months ending October 2010 as compared to the same period in 2009. This growth trend has been fueled by improving results from both large (+6.2%) and small (+17.2%) nonprofits. Medium sized organization, those with annual revenue between \$1 and \$10 million, continue to struggle with a decrease of 5.8% over last year.



ONLINE FUNDRAISING CONTINUES TO GROW

The Blackbaud Index of Online Giving is a broad-based fundraising index that reports online revenue trends of more than 1,679 nonprofit organizations representing \$421.1 million in yearly revenue on a monthly basis. The Index is based on actual revenue statistics from nonprofit organizations of all sizes representing arts, culture, and humanities; education; environment and animals; healthcare; human services; international affairs; and public and society benefit sectors.



social Good
ow About

11
: this.

ve. Think about it
s no Facebook,
1 million people log-
s over 50 million

u start actively
community before
u're trying to say via
long your website

ABOUT
Welcome to NetWitsThinkTank.com: an
online resource for nonprofit organizations
working with social media, internet
marketing, and online fundraising.

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TOP POSTS

100 Social Media Tactics for
Nonprofits

3 Social Media Metrics Every
Non-profit Should Track

5 Reasons Why Your Email Got
Deleted

Custom Facebook Landing Tabs
Convert 47% of Your Visitors

Ask Nothing on Facebook



► QUESTIONS?

If you think of something later today you wish you'd asked...

Please feel free to email me:

Chris Geady, Solutions Consultant: chris.geady@blackbaud.ca