

# The Forrester Total Economic Impact™ Of The Blackbaud Raiser's Edge NXT™ Solution

## Challenges and objectives

Blackbaud commissioned Forrester to analyze the TEI of upgrading to the Raiser's Edge NXT solution for one of its customers. US-based Habitat for Humanity of Dane County, Wisconsin, a nonprofit organization affiliated with Habitat for Humanity International, shared its business outcomes and objectives:

- › **Increase fundraising potential** through better donor targeting, providing a better donor experience and focusing on larger campaigns.
- › **Increase staff efficiency** across back-office management operations, allow for greater use with unlimited licenses, and automate key information update tasks.
- › Take advantage of new functionality, such as **online giving reports and improved marketing tools**.
- › Increase adoption of the solution with **improved user friendliness**.



**“We never realized how many ‘gems’ were hiding in our donor database until we looked at the potential of Raiser’s Edge NXT’s wealth ratings and wealth analytics. It provides a rating of potential giving and recommends individual donor ask amounts. There’s really exciting future potential with wealth ratings.”**

— Amy Good, senior director of development, Habitat for Humanity of Dane County

## Summary of benefits

Through interviews and data aggregation, Forrester concluded that Raiser's Edge NXT has the following financial impact:



**ROI**  
**181%**



**Payback**  
**4 months**

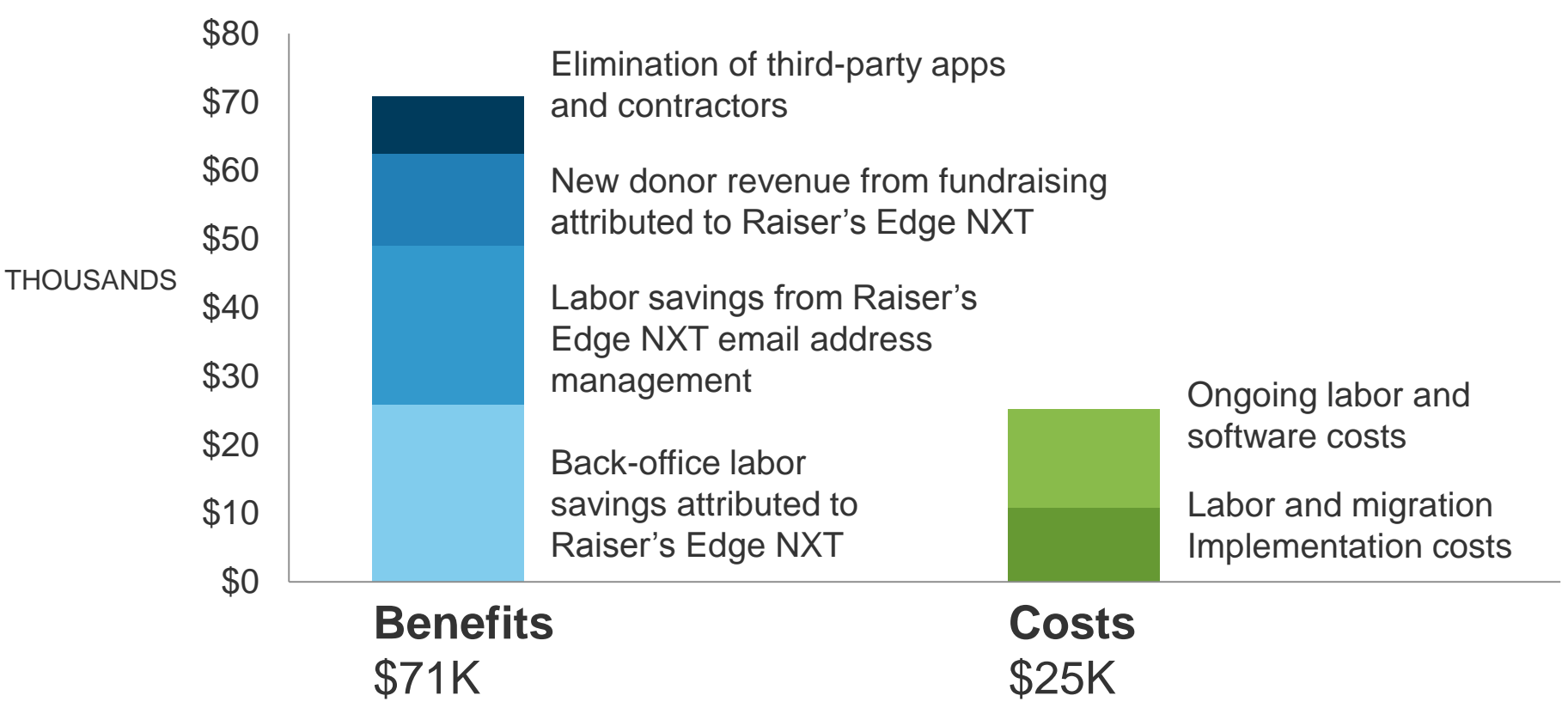


**NPV**  
**\$45K**

More importantly, the TEI study quantified specific benefits, costs, and metrics that matter to fundraising organizations:

### Net Present Value\*

THREE-YEAR ANALYSIS



## Qualitative benefits

The customer also experienced additional benefits that were not quantified



Frontline development staff is able to focus attention on top donor prospects for the mission or campaign.



Individual donation letters are personalized based on donor attributes.



Each mailing campaign can be tracked with a custom code, to measure the effectiveness of each campaign.



There is a significant reduction in data errors previously attributed to double data entry into more than one system.



**“We really needed the power, flexibility, and expanded features of NXT. It’s going to make it easier on my team.”**

— Amy Good, senior director of development, Habitat for Humanity of Dane County

## Blackbaud Raiser's Edge NXT by the numbers

**54**

New annual donations attributable to Raiser's Edge NXT

**10**

Hours per week saved on back-office labor tasks

**1**

Part-time contractor eliminated

**2,264**

Hours saved in the first year on email address acquisition and updates

### Disclosures

The reader should be aware of the following:

- This document is an abridged version of a full case study: The Total Economic Impact™ Of The Blackbaud Raiser's Edge NXT Solution, February 2016. The document can be found at: [http://www.blackbaud.com/economicimpact\\_RENXT](http://www.blackbaud.com/economicimpact_RENXT)
- The study was commissioned by Blackbaud and delivered by the Forrester Consulting group.
- Forrester makes no assumptions as to the potential return on investment that other organizations will receive.

Please read the full case study for additional disclosures.

### TEI Methodology

Total Economic Impact™ (TEI) is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders. The TEI methodology consists of four components to evaluate investment value: benefits, costs, risks, and flexibility. ([forrester.com/marketing/product/consulting/tei.html](http://forrester.com/marketing/product/consulting/tei.html))

\*Values of costs and benefits are representative of a composite organization constructed from aggregated feedback based on interviews with one Raiser's Edge NXT customer.