Blackbaud CRM™

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your passion > our purpose

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About Blackbaud

Serving the nonprofit and education sectors for 30 years, Blackbaud (NASDAQ: BLKB) combines technology and expertise to help organizations achieve their missions. Blackbaud works with more than 28,000 customers in over 60 countries that support higher education, healthcare, human services, arts and culture, faith, the environment, independent K–12 education, animal welfare and other charitable causes. The company offers a full spectrum of cloud-based and on-premise software solutions and related services for organizations of all sizes including: fundraising, eMarketing, advocacy, constituent relationship management (CRM), financial management, payment services, analytics and vertical-specific solutions. Using Blackbaud technology, these organizations raise more than $100 billion each year. Recognized as a top company by *Forbes*, *InformationWeek*, and *Software Magazine* and honored by Best Places to Work, Blackbaud is headquartered in Charleston, South Carolina and has operations in the United States, Australia, Canada, the Netherlands and the United Kingdom. For more information, visit www.blackbaud.com.

Blackbaud CRM™ Solution Overview

Blackbaud CRM brings industry-leading fundraising, online applications, actionable prospect research and analytics, and multi-channel direct marketing together in one platform to enable an integrated view of the constituent experience across your organization.

By leveraging our deep knowledge of fundraising, Blackbaud CRM offers the only organization-wide solution that helps nonprofits efficiently manage traditional constituent relationship management (CRM) responsibilities as well as the needs and accountabilities inherent in the nonprofit space.

Blackbaud CRM solves the challenges of large- to enterprise-level nonprofit organizations.

Nonprofits face a variety of daily challenges, such as building stronger constituent relationships, raising money with increased efficiency, acquiring new donors, and increasing stewardship. In addition to these challenges, organizations with multiple sites also need a flexible, scalable, and secure CRM solution that addresses their unique needs.

Blackbaud CRM empowers organizations to build deeper and more personalized relationships with supporters. It helps them achieve organizational efficiency by providing roll-up reporting while eliminating the duplication of information technology infrastructure, and it enables the success of individual chapters and field offices by allowing them to focus on local mission delivery while standardizing processes across the entire organization.

> *We were looking for a system to help us manage our constituent relationships…and found the Blackbaud CRM solution set stood head and shoulders above the competition in the way in which it was meeting today's needs and our vision for tomorrow's needs.*
>
> — Tim Snyder, Associate Vice President for Alumni and Donor Services, Wake Forest University

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It offers complete constituent relationship management for nonprofits.

Blackbaud CRM™ helps organizations improve constituent engagement, build stronger relationships, and improve fundraising effectiveness by providing a complete supporter view and an organization-wide toolset for managing your constituent base.

- **Technology to Support Your Mission**
  Consolidate overhead to free up organizational areas to focus on their missions

- **Effectively Manage All of Your Constituents — Not Just Donors**
  Bring information from different departments or offices, even from different systems, together to achieve a unified constituent view

- **Support Multiple Chapters, Field Offices, and Programs**
  Provide chapter-relevant tools and best practices to enable the individual success of chapters and field offices within your overall organization

- **Measure Performance at Varying Levels**
  Use seamless roll-up and drill-down reporting to evaluate and measure performance at varying levels within your organization

107% ROI

Blackbaud CRM enables a positive return on investment. A composite of Blackbaud CRM customers experienced a 107% ROI over five years. [1]

More than donor management – it allows you to focus on constituent relationship management.

Blackbaud CRM brings together disparate information, such as annual and capital giving, gift planning, major giving, and volunteer systems, across various chapters and programs within an organization.

- **Achieve a Single System of Record**
  Consolidate disparate systems into a single solution that can be securely and efficiently shared throughout the organization

Our greatest challenge was to achieve a single view of our constituents, regardless of which hospital they gave to or what avenue they gave through. The broad view available in Blackbaud CRM made it easy to understand donor history and know how they want to be communicated with because it is all right there.
— Jenna Taylor, Director of Corporate Development Programs, Shriners Hospitals for Children

- **Maximize Fundraising Efforts**
  Turn data into timely and actionable information to grow fundraising, synchronize campaigns, and strengthen relationships with constituents

- **Share Constituent Information**
  Increase visibility of constituent records across the organization

- **Improve Constituent Tracking**
  Enhance tracking and monitoring of constituents across the lifecycle

- **Merge Multiple Data Sources into a Single System**
  Improve data integrity challenges and institutional understanding by bringing together multiple systems

- **Increase Mission Visibility**
  Establish links between functional areas and programs/ mission to increase visibility throughout the organization

[1] *The Total Economic Impact of Blackbaud CRM for Health and Human Services Nonprofit Organizations*, Forrester Research, Inc., September 2013, www.blackbaud.com/forresterstudy

Make your relationships more meaningful and build lifelong supporters.

Strengthen relationships with a holistic constituent view and tools to track contact and interaction data in a single constituent profile.

• **Strengthen Multi-Dimensional Relationships**
 Build stronger supporter relationships across disparate chapters, field offices, departments, and programs

• **Increase Understanding of Constituents**
 Use automated business rules to determine constituencies and fully understand those relationships with your organization

• **Enhance Constituent Tracking**
 Move donors through giving levels more efficiently and effectively and monitor constituents across the lifecycle

• **Achieve a Complete Constituent View**
 Utilize a complete view of relationships and build an institutional memory by easily recording every interaction you have with prospects and donors

Make every contact matter.

From social media, peer-to-peer fundraising, and online giving, to multi-channel marketing, web design, direct mail planning, and segmentation, our solutions empower you to deliver on your most challenging communication and fundraising strategies through an integrated approach. Create complete visibility into and control of your multi-channel marketing efforts, so you can leverage data from offline campaigns and activities to drive greater success in online initiatives and vice versa.

• **Strengthen Your Marketing Strategy**
 Support multiple channels for your marketing efforts with a timely and strategic approach to improve constituent engagement and increase retention

• **Manage Communication Preferences**
 Track constituent communication preferences by communication type and channel to improve satisfaction and increase campaign results

• **Increase Communication Efficiency**
 Use multiple acknowledgement coordination and workflow processes across chapters, field offices, departments, and programs

• **Achieve a Holistic Communication View**
 Get a single system of record that supports all methods of fundraising, including online giving, annual fund, direct mail, event fundraising, major and planned giving, recurring giving, and membership

> *We live in a multi-channel and multi-screen world. The nonprofit ecosystem is more complex than ever and requires robust business intelligence tools to properly engage constituents. The days of analyzing RFM (recency, frequency, and monetary analysis) exclusively and engaging in siloed campaigns are as relevant as stagecoaches and steam engines.* [2]

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15%
STAFF EFFICIENCY

Blackbaud CRM allows organizations to improve operational efficiency by eliminating manual, paper-driven processes, such as gift processing and data processing operations, as well as reduce system maintenance by eliminating multiple systems. Industry research finds that organizations realized an average staff efficiency of 15% after implementing Blackbaud CRM.[3]

Gain significant cost and organizational efficiencies through better utilization of your existing technology and infrastructure.

Offering shared or hybrid services (e.g., hardware, software, and IT support), Blackbaud CRM™ eliminates redundant processes, data, and costs with effective consolidation of disparate systems, allowing you to standardize processes across the organization. Organizations can manage globally, including remote employees, regardless of geographic location. A consolidated view enables the individual success of chapters and field offices within your overall organization and allows you to provide strategic services and direction across chapters and field offices.

- **Streamline Technology**
  Eliminate the duplication of technology efforts across individual chapters and field offices

- **Increase Efficiency Across the Organization**
  Eliminate redundant processes, data, and costs with an effective consolidation of disparate systems

- **Measure Ongoing Performance**
  Use seamless roll-up and drill-down reporting to evaluate and measure performance at varying levels within your organization

- **Align the Application to Your Organization**
  Tailor the end-user experience to support your organization's unique business rules and processes and to meet your individual user needs

Discover the Blackbaud Difference.

No one understands the complex relationships between large nonprofit organizations and their constituents like Blackbaud. Our solution provides a true enterprise advancement system that incorporates best practices in fundraising and can be further tailored to meet the specific business processes and procedures of your organization. It can help your organization manage constituent relationships efficiently while maximizing the value and impact of those relationships.

By partnering with Blackbaud, your institution will enter into a long-term relationship with a market leader that has more than 30 years of experience in the nonprofit space and can help maximize the value of your constituents.

Blackbaud CRM has helped ELCA realize operational efficiencies by consolidating resources and multiple systems onto a common platform.
— Jon Beyer, Chief Information Officer,
Evangelical Lutheran Church in America

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