

Direct Marketing Solutions

Blackbaud CRM

Manage successful fundraising and direct marketing campaigns with Blackbaud CRM™.

Blackbaud CRM brings the Blackbaud Direct Marketing™ toolset together in a single platform to build and manage full marketing and communication lifecycles. With it, you can manage complex, multi-channel marketing campaigns and advanced segmentation strategies. The results are a personalized, high quality, well-coordinated experience for the donor and increase in the likelihood of gaining the critical support needed to grow your mission.

Build a strong direct mail program by utilizing full campaign lifecycle support.

Whether you're campaign planning, budgeting, or executing on a particular marketing strategy, Blackbaud CRM with Blackbaud Direct Marketing ensures the success of your organization's communication plan by providing campaign lifecycle support. This powerful tool integrates your direct marketing campaigns with your constituent information, so you can plan and set budgets, identify and target high-performing donor segments, deliver personalized communication, have a single view of marketing activities, and see real time performance results.

- **Track Budgeting and Planning**

Synchronize campaigns across chapters and field offices and increase visibility and collaboration throughout the organization.

- **Manage Advanced Segmentation Strategies**

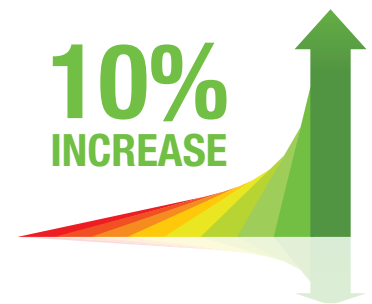
Explore constituent behavior and leverage multi-channel and organization-wide communication efforts to improve response, donor retention, and increase campaign results.

- **Build and Execute Campaigns**

Sustain end-to-end business process support, from acquisition and cultivation to stewardship activities.

- **Measure and Report Campaign Results**

Understand your best performing packages and segments to maximize campaign performance.



Blackbaud CRM's sophisticated segmentation and analysis tools allow organizations to make strategic decisions based on past performance and multiple variables. Blackbaud research shows organizations implementing a strategic segmentation approach to direct response programs can achieve a 10% increase in campaign revenue.



Blackbaud research shows that multi-channel communication targeted to offline direct response donors can yield an increase in retention rate of 7% or more. Blackbaud CRM's marketing and communication tools allow organizations to manage a strategic and coordinated multi-channel communication strategy.

**20%
OR MORE**



Blackbaud CRM enables organizations to track communication preferences, allowing constituents to specify where, when, and via what channel to receive solicitations, receipts, newsletters, emails, and other communications. Blackbaud research shows that providing constituents with this level of communication personalization increases direct response campaign results by 20% or more.

Strengthen your fundraising efforts and improve retention.

Blackbaud CRM helps nonprofits build lifelong supporters through diversified and personalized fundraising. Rising acquisition costs and declining first-year donor retention rates make it even more important that your supporters feel a meaningful connection with your cause. The 360-degree constituent view in Blackbaud CRM provides your organization with the ability to segment and develop profiles of your best prospects, knowing what to ask, when to ask, and how to ask, by knowing what it is about your mission that engages each of your supporters. The right cultivation strategy can grow a modest first-time gift into a lifetime of support.

While traditional fundraising methods like direct mail remain critical to overall fundraising success, channel diversification and monthly giving programs are proven to boost donor value and improve overall retention. Blackbaud CRM provides organizations with the comprehensive solution needed to effectively coordinate multi-channel strategies and diversify fundraising efforts through powerful monthly giving programs, fundraising events, and more. With a single system of record that can be securely and efficiently shared, organizations are able to turn their data into timely, actionable information that maximizes their fundraising efforts.

• Leverage Multi-Channel Communication

Expand outreach efforts with coordinated multi-channel communication strategies to increase donor value and increase constituent engagement.

• Diversify Your Fundraising Efforts

Manage online and offline monthly giving programs with powerful tools to boost donor retention and value.

• Deliver Timely Acknowledgements

Use multiple acknowledgement coordination and workflow processes across chapters, field offices, departments, and programs to ensure timely and accurate communication.

• Develop Personalized Stewardship Plans

Appreciate and retain your supporters with meaningful stewardship outreach and workflow automation processes.

Realize efficiencies to meet and exceed fundraising goals by investing resources in donor-facing rather than data-facing activities.

Nonprofits are increasingly asked to improve fundraising and marketing results while decreasing cost and improving organizational efficiency. Blackbaud CRM allows organizations to maximize campaign performance while decreasing cost per dollar raised.

With Blackbaud CRM you can:

- Increase response rates
- Maximize campaign performance
- Decrease cost per dollar raised
- Support end-to-end business processes