



Major Giving and Prospect Research

Blackbaud CRM

Blackbaud CRM™ supports the sophisticated fundraising programs of large to enterprise-level nonprofit organizations.

Nonprofits face a variety of fundraising challenges, such as identifying and cultivating prospects, increasing stewardship, strengthening donor relationships, and improving donor retention. As fundraising programs grow in sophistication, organizations need a flexible, scalable, and secure CRM solution to address its unique needs of complex gift vehicles, gift processes, and business workflows.

Blackbaud CRM defines and streamlines the process of cultivating relationships.

Only Blackbaud CRM combines Blackbaud's depth of experience in fundraising with a complete CRM solution. The result helps organizations grow fundraising programs through targeted prospect identification, flexible and strategic organization-wide cultivation plans, and automated stewardship programs. In addition to building deeper and more personalized constituent relationships, Blackbaud CRM's robust prospect management capabilities allow you to increase donor retention and improve campaign results by ensuring you reach the right prospects, at the right time, with the right message.

- **Enable Sophisticated Fundraising**

Manage multiple fundraising teams and define responsibilities for solicitation and stewardship of constituents and multi-dimensional relationships across disparate chapters, field offices, and programs.

- **Execute Successful Moves Management Programs**

Improve fundraising results and oversee your donor cultivation with comprehensive moves management and lifecycle management tools.

Blackbaud's depth of experience with nonprofits gave its CRM product a distinct advantage over others we evaluated. The built-in functionality is geared toward a best-practice fundraising shop. Now that we're 'live' on Blackbaud CRM, our major gift officers can easily view their prospect portfolios and manage next steps.

— David Rubin, Director of Development Services, Legacy Health

Blackbaud CRM played a significant part in our major giving growth last year by providing our major gift officers with the ability to track what folks are doing, their pending actions, and the ability to ask the right amount with a better idea of what they would be able to give.

— Marjorie Garrean, Director of Information Technology,
Operation Mobilization

- **Manage Robust Household and Group Giving**

Create plans and track actions for households and groups of constituents, including families, foundations, corporations, and key individuals.

- **Manage Complex Gift Vehicles**

Easily track complex and multiple giving vehicles through customized workflows based on gift vehicle or pledge amount.

- **Empower Your Fundraisers with a Mobile CRM Experience**

View constituent information such as giving history, relationships, interactions, and plan details so you are always prepared. You can also update constituent information, such as attributes or interactions, and file contact reports while on the go.

Reach your best prospects with accuracy and confidence.

It takes precision and the best data available to build a winning fundraising strategy. Blackbaud CRM features best-in-class prospect research tools that can enable your organization to build in-depth profiles of gift prospects, including analytics offerings that provide guidance around a prospect's propensity and affinity to give. These tools help your organization prioritize donors and successfully move them through their donor lifecycles to a major gift.

Only Target Analytics® offers research solutions that help you gain insight by combining the comprehensive wealth, charitable giving information, and predictive analytics scores of ResearchPoint™ directly within Blackbaud CRM.

- **Identify Your Best Prospects**

Leverage ResearchPoint to identify prospect wealth, liquidity, connections, and philanthropic affinity. Remove the guesswork from fundraising with predictive models that identify and prioritize your best prospects across programs.

- **Make Data Actionable with Prospect Management**

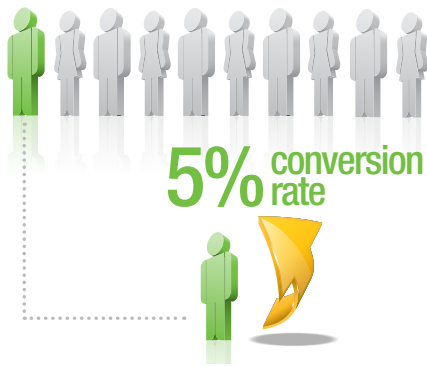
Utilize Blackbaud CRM's prospect management tools to evaluate, segment, assign and manage your identified prospects with confidence.

- **Replenish Your Donor Pool**

Find new high-value donors and increase your response rates on campaigns with the ResearchPoint Prospect database.

- **Learn How Your Organization Measures Up**

Use Target Analytics' benchmarking tools to help optimize strategy and tactics, share information across your organization, understand how your performance compares to your nonprofit peers, and ultimately raise more money to support your mission.



Blackbaud research shows that wealth modeling can identify up to 5-10% of active donors as major giving prospects. Placing those prospects in a systematized moves management program can yield a conversion rate of more than 5%.