

Online Fundraising

Blackbaud Internet Solutions® and Blackbaud CRM™



Strengthen online engagement.

From online giving and social media, to eMarketing and online communities, Blackbaud Internet Solutions empowers your organization to raise more money and build a greater online presence. Blackbaud Internet Solutions provides everything your organization needs to acquire more constituents, create online fundraising campaigns, and nurture sustainable donor relationships. With it, you can gain a better understanding of your constituents and improve your online fundraising performance.

Build relationships and educate the community about your mission.

Blackbaud Internet Solutions can enable your organization to build an online community where you can educate the world about your mission, add new supporters, and raise more money by creating a personalized online experience for your constituents. It is an online communication and Internet marketing platform that can help you build an expanded and loyal network of support.

With Blackbaud Internet Solutions, educational institutions can build stronger relationships with alumni through an interactive online community, helping to foster a sense of lifelong connectivity between your graduates and your school.

Grow online fundraising.

Your website is an integral part of your fundraising strategy, and needs to support your campaigns along with the needs of your potential donors. Blackbaud Internet Solutions provides donors the convenience of easily making secure gifts of any type, like tributes, pledges, membership payments, and events payments alongside donations. Best of all, donation information flows seamlessly into Blackbaud CRM so that donation history is perfectly accurate, enabling the best stewardship.



Online Fundraising Facts:

Nonprofits that use Blackbaud Internet Solutions outperform their peers in online fundraising.

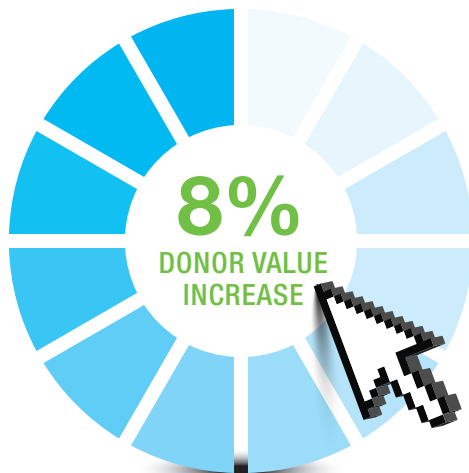
The average gift in 2013 for higher education institutions using Blackbaud Internet Solutions was \$328.

Nonprofits that integrate their marketing email channels continue to steadily grow.

Email volume is approaching six million per Blackbaud CRM customer annually.



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



Blackbaud research shows that targeting multi-channel communication to online donors can yield an offline donation response of more than 10% and an increase in 12-month donor value of more than 8%.

Make every message count.

Personalized communication increases the likelihood that your message will drive the results you want. Blackbaud Internet Solutions makes every message count by enabling targeted email messaging that reaches the right audience, with the right message, at the right time. You'll see greater support for your organization and happier constituents—all while watching your overall marketing costs decrease.

Benefit from integrated online marketing.

Blackbaud Internet Solutions integrates with Blackbaud CRM™ to enable your organization to deliver on its most challenging online and multi-channel strategies. It provides complete visibility into and control of your multi-channel marketing efforts through integration with Blackbaud Direct Marketing™. Manage your campaigns and institutional marketing calendars, while leveraging data from offline campaigns and activities to drive greater success in all your marketing initiatives.

- **Engage and Communicate More Effectively with Constituents**
Explore constituent behavior and deliver personalized messages to your constituents.
- **Deliver Multi-Channel Marketing Campaigns**
Easily build segments, using captured data in your database, to better target online and offline messages.
- **Improve Stewardship Online and Offline**
Appreciate and retain your supporters with meaningful and personalized stewardship outreach.
- **Increase Efficiency with Powerful Executive Reporting**
Leverage easy-to-use tools to view real time analysis and make dynamic strategy adjustments as needed.

Leverage a deep Blackbaud CRM integration.

Building strong, long-lasting relationships with your constituents requires you to know as much about them as possible. Blackbaud Internet Solutions provides a complete view of your constituent's online and offline activity by sharing a database with Blackbaud CRM. This gives your organization the edge in determining the best approach for taking constituent relationships to the next level. Blackbaud Internet Solutions is the only website solution natively designed to share data with Blackbaud CRM solutions on Blackbaud's Infinity platform.