

Blackbaud CRM™ Solution Overview

For over 35 years, Blackbaud's innovation, industry expertise, and value-added services have helped elite nonprofits excel in fundraising and constituent relationship management.

Blackbaud CRM brings together industry-leading fundraising and relationship management, analytics, multichannel marketing and services, with unmatched industry expertise to help nonprofits build stronger and more productive relationships. The result helps nonprofits increase fundraising dollars, retain more donors, and engage more effectively with supporters. With measurement, outcomes, and customer success at the center of the Blackbaud CRM solution, nonprofit organizations are best positioned for a lower total cost of ownership and improved results.

Grow your constituents into lifelong supporters.

In today's highly competitive climate, it's even more vital to improve constituent understanding and build stronger relationships. It's an integral element for executing fundraising programs that are essential to your organization's success. Blackbaud CRM helps nonprofits improve constituent understanding, build stronger relationships, and improve fundraising effectiveness by providing a complete constituent view and an organization-wide toolset for constituent management. With enhanced tools for constituent tracking, nonprofits can achieve a holistic constituent view and strengthen supporter relationships.

Achieve a single view of your constituents. Improve organization-wide understanding and data integrity challenges by bringing together disparate systems into a single solution that can be securely and efficiently shared across your organization.

Build institutional memory. Improve constituent tracking by easily recording constituent contact and interaction data, efficiently tracking donors through giving levels, and effectively monitoring constituents across the donor lifecycle.

Strengthen multidimensional relationships. Grow participation in fundraising activities by effectively managing programs, events, membership programs, grants, and appeals.

Power events that foster a deeper connection with your constituents. Build stronger relationships with your most valuable supporters by delivering

Blackbaud CRM powers the fundraising efforts of the world's leading nonprofit organizations.

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14%

14% increase in revenue from major donors*

*Blackbaud customers achieved a 14% average increase in revenue from major donors with Target Analytics major gift modeling.

easy-to-access online event calendars and robust tools for managing complex event registration.

Deliver personalized communication for every audience. Appreciate and retain your constituents with meaningful and personalized communication while increasing participation and engagement in programs.

Maximize fundraising efforts.

Turn your data into timely and actionable information to improve fundraising outcomes. Blackbaud CRM™ helps organizations grow fundraising through targeted prospect identification; flexible and strategic cultivation plans; and automated stewardship programs.

Identify your best prospects. Blackbaud CRM features best-in-class prospect research tools, enabling your organization to build in-depth prospect profiles, including analytics offerings that provide guidance around a prospect's propensity and affinity to give.

Gain insight through comprehensive wealth and charitable giving information, and predictive analytics scores of ResearchPoint™, found directly within Blackbaud CRM.

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

Support fundraising collaboration. Manage multiple fundraising teams, define responsibilities for solicitation and stewardship of constituents, and grow multidimensional relationships across the organization.

Execute successful lifecycle management programs. Oversee donor cultivation with comprehensive moves and lifecycle management tools designed to support all aspects of fundraising efforts, from acquisition to cultivation to stewardship of major donors. Create plans and track actions for households and groups of constituents, including families, foundations, and key individuals.

Streamline the fundraiser experience. Ensure that fundraisers have access to key prospect information when outside of the office. With Fundraiser on the Go, fundraisers can use a modern, intuitive, mobile-responsive solution to view and manage portfolio and prospect details such as giving history, relationships, interactions, and plan details.

Manage complex giving programs. Support complex fundraising methods with ease, including major and planned giving, recurring giving, annual fund, online giving, direct mail, event fundraising, and membership. Enable donors to view and manage their sustained gifts online. Easily track complex donations and multiple giving vehicles through customized workflows based on gift vehicle or pledge amount.

Blackbaud CRM boasts successful customers amongst nonprofits in various industries.

The University of Georgia (UGA) benchmarked its success as part of Forrester® Consulting's Total Economic Impact™ study. After deploying Blackbaud CRM, UGA experienced the following benefits:

- A fundraising lift of \$14.3 million
- Avoided labor costs of \$3 million and IT costs of \$400,000
- The ability to track and measure fundraising activity across the entire organization
- Improved insight into overall constituent fundraising capacity

Make the most out of every dollar that's raised. Efficiently process and acknowledge all transactions. Minimize the loss of sustained gifts due to expired or outdated credit cards through Credit Card Updater in Blackbaud Merchant Services™, which integrates with Blackbaud CRM™. Benefit from Point-to-Point Encryption, digital wallet, PCI compliance, and streamlined payment processing regardless of whether the donation comes in through offline or digital channels.

Make every contact matter.

From online giving and peer-to-peer fundraising to multichannel marketing, segmentation, and web design, our solutions empower you to deliver on your most challenging communication and fundraising strategies through an integrated approach.

Obtain visibility and control of your multichannel marketing efforts, so you can leverage data from across campaigns and activities to drive greater success in your initiatives.

Build a greater online presence. Digital fundraising and marketing tools power dynamic engagement with your network, improve online fundraising performance, and build stronger communities of supporters.

Deliver tightly coordinated communication across multiple channels.

Easily build segments using any captured data in your database to deliver unique, dynamic content and better target online and offline messages. Pre-built integration with the OmniPoint™ Enterprise Marketing Suite allows you to deftly orchestrate a cross-channel marketing strategy in the most complex environments.

Engage and communicate more effectively. Explore constituent behavior and deliver personalized communications.

Strengthen your marketing strategy. Leverage integrated reporting and management tools to understand the best performing channels, packages, and segments. View real-time analysis of marketing efforts, and make dynamic strategy adjustments as needed.

Use a powerful, scalable technology platform.

Blackbaud CRM provides your organization with a state-of-the-art technology platform that supports the needs of the most sophisticated nonprofits with simplicity and ease through scalability, open standards, and web deployment.

Blackbaud CRM is a flexible, contemporary solution designed to provide support for business processes unique to your organization. Whether you are configuring a workflow, customizing the design of a page, or enhancing the solution to align with your specific business requirements, Blackbaud CRM allows you to address these distinct functions and achieve a holistic view of your constituents and interactions.

Increase efficiency across the organization. Eliminate redundant processes, data, and costs with an effective consolidation of disparate systems while maintaining site-level security.



The average donation made through Blackbaud online fundraising solutions outpaces the industry standard by 122%.*

*Source: npTech.

Measure ongoing performance. Use roll-up and drill-down reporting to evaluate and measure performance at varying levels within your organization.

Align the application to your institution. Fashion the end-user experience to support your organization's unique business rules and processes.

Extend the solution. Realize tremendous value by tailoring the application to your environment using the open interface. Leverage existing integrations solutions in your environment (e.g., Microsoft Outlook®, PaperSave®, SmartThings™, etc.) or use the Blackbaud CRM SDK and open APIs to extend the capabilities of Blackbaud CRM using technical resources within your organization or the Blackbaud Partner Network.

Power the future with Blackbaud SKY™.

Blackbaud SKY is an open cloud platform enabling rapid innovation across all Blackbaud solutions. Blackbaud SKY combines infrastructure, processes, and pre-integrated services to help you maximize the value our products can deliver for your specific environment—all with industry-leading security, scale, and performance.

Blackbaud is continuing to add a rich set of capabilities in Blackbaud CRM, while also incorporating the capabilities of Blackbaud SKY. These capabilities are being embedded in Blackbaud CRM now, and you will see more and more Blackbaud SKY capabilities delivered to the Blackbaud CRM solution over time—all part of our commitment to consistently innovate for you.

Increase fundraiser efficiency with Fundraiser on the Go. Power your fundraisers with a mobile-responsive solution built with SKY UX™ that delivers quick access to portfolio and prospect details while providing the ability to capture important information about constituent interactions.

Manage high-volume and complex data imports with ease. Process data imports with reliable, efficient, and extensible bulk Import capability. Built using Blackbaud SKY Application Services and SKY UX™, this new capability will allow organizations to manage and process high-volume import files containing different types of data in a way that minimizes unnecessary human interaction and produces reliable and actionable data.

Learn more >

Blackbaud CRM benefits made available through Blackbaud SKY:

- The ability to instantly light up a solution to meet an emerging need
- Prescriptive intelligence and a constituent-optimized experience
- Tremendous flexibility allowing customers to address unique needs
- Rapid enhancements to keep customers on the leading edge of technological enhancements
- Best-of-breed user experience with access anytime, anywhere, on any device

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud provides software, services, expertise, and data intelligence that empowers and connects people to advance the social good movement. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, and the individual change agents who support them.