

Raiser's Edge NXT™

Smart Cloud Fundraising and Supporter Management for Nonprofits

For more than 30 years Blackbaud has developed and delivered powerful solutions that help nonprofit organizations around the world further their causes and do even more good. Now, with Blackbaud's NXT solution line, nonprofit professionals have access to the industry's most advanced, fully integrated cloud suite designed exclusively for nonprofit organizations. No other nonprofit cloud solution can match the intelligence, accessibility, performance, and user experience the NXT solution line delivers—all with dramatically reduced IT and third-party costs, hassle-free upkeep, complete security, and the world's largest support network.

The Only Cloud System Custom-Built for Nonprofits

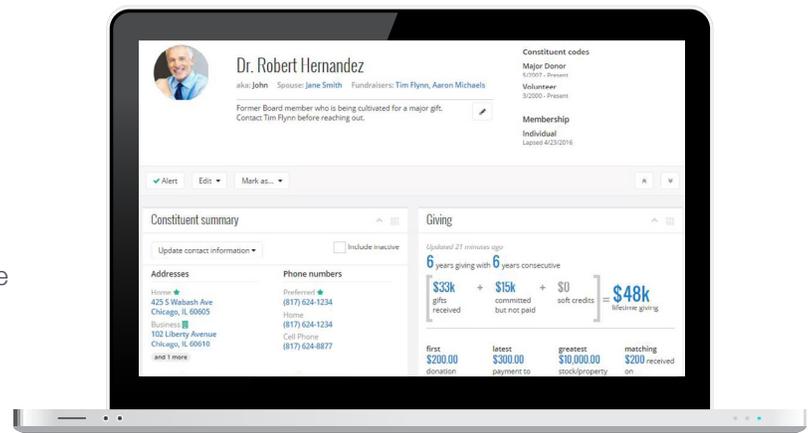
Raiser's Edge NXT is a complete fundraising and supporter management solution that enables nonprofit professionals to operate more efficiently and raise more support for their missions. It is advanced technology that will help you operate more efficiently, reach and engage new donors, and retain and expand existing donors. And it's delivered in Blackbaud's unique open cloud platform—the only fast and secure cloud that truly integrates core solutions and can be extended for the specific needs of nonprofits.

Performance and Support like You've Never Seen

Raiser's Edge NXT is a complete fundraising and supporter management solution that enables nonprofit professionals to operate more efficiently and raise more support for their missions.

"Raiser's Edge NXT has not only freed up our time but also our financial resources. We are able to reach more alumni, and we are no longer mailing to bad addresses or calling bad phone numbers. Because we are getting the right information in the right hands, we're raising significantly more—especially from first-time and lapsed donors!"

—Megan Thie,
Director of Advancement Services,
Phi Kappa Psi Foundation





OPERATE MORE EFFICIENTLY

Raiser's Edge NXT allows organizations to operate more efficiently by streamlining data, reporting, and processes to set a stable foundation for growth in one smart, all-inclusive cloud solution.

- *Streamline your fundraising:* Save time and money by consolidating disparate processes, communications, and donor data into one, easy-to-use donor information management solution.
- *Achieve a clear view of performance:* Make smarter, more efficient decisions with intuitive reporting and dashboards that track key nonprofit metrics, such as donor retention and acquisition.
- *Connect your nonprofit:* Easily access and share information across your organization with an open, cloud platform that integrates data across systems.



REACH AND ENGAGE NEW DONORS

Raiser's Edge NXT makes it easy to reach and engage new donors with acquisition tools that help you communicate and fundraise more effectively to bring new supporters to your organization.

- *Reach more supporters:* Increase reach with data enrichment services that find missing addresses, emails, and phone numbers for you.
- *Increase engagement:* With simple email marketing, it's easy to engage with supporters and understand the impact of your campaigns across channels.
- *Raise more money:* Automatically process online donations, pledges and payments through your website—no manual entry required.



RETAIN AND EXPAND EXISTING DONORS

Raiser's Edge NXT comes standard with the cultivation tools that help you act on key insights to retain your existing donor base and empower them to grow over time.

- *Retain more supporters:* Discover donors at risk of lapsing and take action to drive more recurring gifts.
- *Upgrade major donors:* Target top prospects to solicit gifts with Wealth Analytics that finds likely major donors and recommends the gift size you should be asking for.
- *Expand your reach:* Empower your best supporters to raise money on your behalf with crowdfunding tools that make it easy to gain viral support.

Subscription Packages

Raiser's Edge NXT is a holistic solution with online fundraising, analytics, payments support, and training in one subscription price. Get started quickly with minimal upfront investment and comprehensive, value-added packages that reduce the need to purchase add-on modules.

- Blackbaud University
- On-Demand Training
- Database
- Blackbaud SKY™ Reporting
- Data Health Scorecard
- Address Updates
- Email Updates
- Phone Updates
- Wealth Rating
- Major Donor Identification & Suggested Ask Amounts
- ResearchPoint™ (Starter)
- Nonprofit Work Center
- Simple Email Marketing
- Crowdfunding
- Events
- Volunteer
- Membership
- Payment Processing