

Take the guesswork out of fundraising.

Find the software designed for your organization's needs.

Large nonprofits have run successful fundraising programs using Raiser's Edge™ for years. But as your organization continues to grow and expand, you need peace of mind knowing that your fundraising technology can meet that demand. Many large and enterprise organizations are turning to Raiser's Edge NXT™ or Blackbaud CRM™ to meet their growing needs. Take the guesswork out of determining which solution is right for your organization, and learn more about the top values of moving to each solution below.

Raiser's Edge NXT™

Raiser's Edge NXT is Blackbaud's all new cloud-based fundraising solution that leverages the foundational power of the Raiser's Edge.

Blackbaud CRM™

Built for large- to enterprise-level nonprofits with sophisticated needs, Blackbaud CRM helps organizations improve constituent engagement, build stronger relationships, and improve fundraising by providing a complete supporter view and an organization-wide toolset for managing your constituent base.

Raiser's Edge NXT Organizational Profile

- ▶ Loves capabilities of Raiser's Edge 7 but looking for a smarter, simpler user experience
- ▶ Wants to outsource all IT by moving to a true cloud solution
- ▶ Can benefit from built-in best practices based on your role within the organization
- ▶ Requires minimal down time and learning curve (for existing Raiser's Edge 7 customers)
- ▶ Has limited customization needs

Blackbaud CRM Organizational Profile

- ▶ Has outgrown Raiser's Edge in capabilities or scale
- ▶ Needs the option to deploy a solution on premise or hosted with Blackbaud
- ▶ Wants to tailor a system to its business processes
- ▶ Has sophisticated direct marketing requirements
- ▶ Needs to roll up information across multiple sites
- ▶ Would like to customize the system
- ▶ Is ready to invest in an enterprise-level CRM

Top Values of Raiser's Edge NXT™

Top Values of Blackbaud CRM™

Relationships

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| <ul style="list-style-type: none"> ▶ Provide consolidated constituent records with easy views of actions and activities ▶ Build stronger relationships and organizational intelligence by giving unlimited fundraising users the ability to work "on the go" with anytime, anywhere, any-device access and an intuitive, friendly user experience | <ul style="list-style-type: none"> ▶ Bring together information from different departments, offices, and systems into a single system of record ▶ Provide staff with a holistic view by sharing a broader spectrum of constituents and information across the organization while leveraging a robust security model |
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Major Giving

- ▶ Work in an intuitive, role-based interface that guides your work to achieve maximum results
- ▶ Leverage pre-configured workflows that rely on built-in analytics to suggest next steps that help you reach your goals
- ▶ Utilize built-in reporting and prescriptive analytics featuring wealth ratings, donor giving potential, recommended asks, and more to help you prioritize activities
- ▶ Oversee donor cultivation with configurable and comprehensive moves management tools
- ▶ Manage multiple fundraising teams and define responsibilities for solicitation and stewardship of constituents across disparate chapters, field offices, and programs
- ▶ Identify your best prospects with fully integrated and best-in-class prospect research and analytics tools that enable your organization to build in-depth prospect profiles

Multichannel and Direct Marketing

- ▶ Leverage built-in online communication tools to seamlessly integrate email marketing and online giving into campaigns
- ▶ Use embedded analytics to improve targeting and messaging
- ▶ Utilize robust query and export tools to manage and execute direct mail campaigns with a service bureau or outside vendor (direct marketing console available in 2016)
- ▶ Manage organization-wide communication efforts with personalized, multichannel marketing campaigns and advanced segmentation strategies
- ▶ Predict and review best performing channels, packages, and segments
- ▶ Track and measure responses with real-time analysis of marketing efforts and make dynamic strategy adjustments as needed
- ▶ Control your campaigns with enhanced tracking, personalization, and execution tools to improve the constituent experience
- ▶ Optimize your campaigns with enhanced tracking, personalization, and built-in analytics to identify and target your best donors with accuracy and precision

Deployment and IT Management

- ▶ Experience a conversion-free migration with minimal learning curve
- ▶ Lower costs and save time with rapid implementation, regular automatic upgrades, built-in support, data back-ups, and world-class security
- ▶ Choose installation and deployment on premise or in a hosted environment
- ▶ Manage security with role-based access control for individual functions and constituent views to provide an intuitive user experience
- ▶ Support multiple chapters, field offices, and programs with chapter-relevant tools and best practices to enable the individual success of chapters and field offices within your overall organization
- ▶ Use comprehensive auditing to track user and field-level values for any table with review and roll-back capabilities

Flexibility

- ▶ Enjoy the benefits of our scalable, open web platform that provides enhancements every one to two months
- ▶ Over time, benefit from flexible, modular architecture that enables rapid innovation with open, cloud API (coming in 2016)
- ▶ Eliminate the need for many customizations with a total solution from a single technology partner that has designed reporting, workflows, and partner integrations with core fundraising requirements in mind
- ▶ Deploy flexible business rules and workflows without the need for complex customization
- ▶ Integrate critical program data with first-class functionality to manage advanced areas such as child sponsorship and grateful patient programs
- ▶ Meet your unique and evolving needs by leveraging a comprehensive SDK and open API with the benefit of support, online resources, and the Blackbaud Developer Network

For more information, go to www.blackbaud.com or contact your sales representative today! ▶