



# The Raiser's Edge<sup>®</sup>

comprehensive fundraising solution

## fundraising management for nonprofit organizations

The nonprofit landscape changes daily. Is your strategic vision evolving with it? With the addition of hundreds of new nonprofits each day, a continuously-evolving constituent base and a growing demand for accountability, managing day-to-day challenges while raising more money can be more difficult than ever.

**The Raiser's Edge**® puts the power of change in your hands. Designed for nonprofits of all shapes and sizes, it's the trusted solution of more than 10,500 organizations worldwide.

**The Raiser's Edge** works by giving you the tools you need to cultivate lifelong relationships with donors, save time and money by streamlining your important daily processes, demonstrate increased accountability and diversify your fundraising methods to stand apart from the rest. Think of an investment in **The Raiser's Edge** as insurance for your organization's future.

"I've been fundraising for 40 years, and I know what's good and what's not. We had an opportunity to buy any of the current fundraising programs on the market, and we selected the best — Blackbaud."

— Fred Hoster,  
Dallas Area Habitat for Humanity,  
Dallas, TX

# introducing The Raiser's Edge®

the only solution you'll ever need for fundraising success

## cultivate lifelong relationships with your donors

Nonprofits know that effective fundraising is contingent upon building solid relationships. Contributions begin with good communication and continue only when you maintain a genuine, focused interest in your donors over time. To cultivate these relationships, you must value the information you collect as your greatest asset.

**The Raiser's Edge** defines and streamlines the process of cultivating relationships by helping you manage and sustain an extensive interaction database, differentiating your organization from dozens more that are vying for the generosity of your donors.

- ◆ Enjoy a complete view of relationships by recording every interaction you have with prospects and donors. By synchronizing your database with existing tools, such as Microsoft Outlook®, you can easily and quickly communicate with supporters.
- ◆ Strengthen relationships wherever you are — at the office or on the road. With **The Raiser's Edge** and **RE:Anywhere** for the Web, you can connect multiple offices, upgrade systems without additional IT staff involvement, allow staff to work from home and ensure that fundraisers on the road are always up-to-date.
- ◆ Transform loyal donors into major and planned givers using analytical tools that identify your best prospects.
- ◆ Recruit prospects and foster donor loyalty by analyzing and aligning your data to deliver targeted, timely communications.
- ◆ Automate repetitive tasks and organize specific actions to effectively manage standardized processes and ensure timely follow-up.

## save time and money by streamlining your important daily processes

You know that fundraising success depends on top-notch technology. But if that technology does not allow for process automation and for your data to be managed centrally, you can expect more work in the long run. Inconsistencies and redundancies often result in costly mistakes. Integrated and user-friendly automation saves your organization time and money.

With **The Raiser's Edge**, you can:

- ◆ Automate tasks, no matter how large they are. Entering any amount of data into **The Raiser's Edge** is a snap with the batch feature — a customizable spreadsheet-style entry screen built for speed.
- ◆ Accomplish more in less time by navigating the system from one central starting point — **The Raiser's Edge** Home Page.
- ◆ Process and track any type of letter, including acknowledgement letters, with the click of one button.



“As a ‘small shop’ development office, we have to be quite conscientious that we are working in the most effective and efficient manner we can. There’s no question that The Raiser’s Edge helps us do that. I would go as far as to say that installing The Raiser’s Edge is equal to adding a staff person to your office.”

– Josie Moore,  
Andrew College,  
Cuthbert, GA

“We needed a system that would allow us to grow, and The Raiser’s Edge® does that. Best of all, because the system is easy for support staff and managers to use, people are recording information that previously was only stored in their heads.”

– Traci Drake,  
Fred Hutchinson  
Cancer Research Center,  
Seattle, WA

## demonstrate increased accountability

A contribution is a donor’s investment in your cause. With many options for their money, donors demand validation and social return to help them make future donation decisions. Donors also need to feel that the organizations they are supporting are doing their part as faithful stewards of those funds. Additionally, board members and senior executives expect to be well-informed about the progress of your mission.

**The Raiser’s Edge** not only gives you the tools to conveniently report information to relevant parties, but it also reduces administrative overhead. Your staff can save hundreds of hours by automating tasks and ensure data integrity by eliminating redundancies and mistakes.

With **The Raiser’s Edge**, you can:

- ◆ Access and create detailed or summary reports for donors, staff and board members.
- ◆ Analyze data and tailor your reports to any audience.
- ◆ Review snapshots of every aspect of your organization with “at-a-glance” reports.
- ◆ Easily drill through to financial systems to identify where donor dollars were allocated with **The Financial Edge™** integration.

## diversify your fundraising methods

With increasingly sophisticated donors and prospects and more nonprofit competition, you are now challenged to explore alternative fundraising techniques. Recurring giving and online philanthropy programs are just two methods that can help you fill the fundraising void left from decreasing grants and endowments.

**The Raiser’s Edge** brings added dimension to your fundraising efforts. **Recurring Gifts Management** offers donors the option of convenient, secure monthly transactions. **RE:NetSolutions™** extends your fundraising efforts to the Web, giving supporters convenient ways to donate and register for events or volunteer opportunities, all while learning more about your organization’s work. Employ these specially designed tools to increase donor participation while you decrease your cost-per-dollar raised.

With **The Raiser’s Edge**, you can:

- ◆ Give donors the option of electronic, hassle-free giving on- or offline.
- ◆ Implement a recurring giving program that requires little-to-no ongoing staff involvement.
- ◆ Send personalized emails with links to online giving, event and volunteer membership registrations, as well as searchable online directories.
- ◆ Track results easily and efficiently.



## invest in your future

Imagine the momentum gained when your entire organization is working together, moving toward one common goal. That's the beauty of **The Raiser's Edge**®. It is designed to integrate with your current processes to provide access across your organization. Empower your staff with the information to make smart decisions immediately — without waiting for outdated reports or having to depend on inaccurate information from multiple databases.

Backed by Blackbaud, the leading global provider of software and services designed specifically for nonprofit organizations, **The Raiser's Edge** is the one solution you can trust to manage your relationships and help you grow for years to come.



## major features to help ensure your success

### comprehensive management tools

Successfully grow your constituent base and cultivate major donors with Relationship Cultivation, Contact Management, and Moves Management tools.

- ◆ Gain a holistic view of your donors and prospects.
- ◆ Migrate prospects to donors — create actions, make notes, assign solicitors and dates, automatically allocate assignments, delegate letters and tasks, and send reminders.
- ◆ Build better relationships — organize and store extensive donor information, allowing for additional entries about interests, activities, and more.
- ◆ Eliminate “over solicitation” or missed opportunities — keep track of all interactions with each individual and review and record all actions and appointments in your Microsoft Outlook® calendar.
- ◆ Communicate program results to executives, staff and board members with **The Raiser's Edge** Dashboard.

### advanced reporting and security

Communicate organizational effectiveness and ensure that your data and transactions are secure with advanced reporting tools and security models.

- ◆ Articulate your success and use of funds with your choice of more than 100 summary and detailed reports.
- ◆ Standardize reporting — design and save multiple variations of any report and easily export data to presentation software, including Crystal Reports™.
- ◆ Eliminate time-consuming tasks and errors — duplicate check automates the process.
- ◆ Control what users access to help refine staff responsibilities — with an advanced security model, you can be confident that your information is secure.
- ◆ Ensure customization, extensibility and security at all times — the best database providers, SQLServer® and Oracle®, provide dependability, flexibility and power.
- ◆ Enforce consistency — Business Rules set guidelines for how data is entered and used.

### cutting-edge fundraising

Provide your donors and prospects with convenient, preferred methods of giving that save you time via advanced e-philanthropy and Recurring Gifts Management tools.

- ◆ Offer recurring donation options with **Recurring Gifts Management**.
- ◆ Communicate with constituents and offer online debit/credit card giving, event and membership registrations, and searchable directories with **RE:NetSolutions™**.

### automated processes and personalization

Save time and increase staff productivity with Dashboard, Home Page, and correspondence features.

- ◆ View up-to-the-minute results for fundraising campaigns, including graphical representations of performance measures.
- ◆ Access your most important tasks, reports and analysis tools by using customized Dashboard and Home Page.
- ◆ Perform complex mail merges — create mailing labels, personalized envelopes, emails and phone-a-thon campaigns.

## implement with expert help every step of the way

### Consulting Services

Our top-notch, expert consulting team offers comprehensive guidance to ensure your success. Services include process re-engineering, training, data services, software customization, technical consulting, fundraising, accounting and school consulting. From assessment and planning to program deployment and operation, our consultants stand ready to provide a smooth

implementation process to get your team up and running as quickly as possible.

### Valuable Training and Education

Gain the insight necessary to effectively use *The Raiser's Edge*® at every level of your organization. Once trained, your staff will have the opportunity to successfully execute new fundraising methods with the best-known technology solution in the nonprofit industry.

Training options include:

- ◆ Classroom training
- ◆ Regional training
- ◆ On-site training
- ◆ The eLearning Library (online resource)
- ◆ Instructor-led online training



## trust the worldwide leader

Join the more than 12,500 nonprofit organizations that depend on Blackbaud products and services for fundraising, financial management, business intelligence and school administration. Blackbaud is the leader in providing software and related services designed specifically for nonprofit organizations.

Founded in 1981 and headquartered in Charleston, South Carolina, Blackbaud also has operations in Canada, the United Kingdom and Australia.

“As a result of the detailed information we were able to track in The Raiser's Edge®, our donations rose from an average of \$800,000 per year between 1991 and 1994 to an average of \$10 million per year since 1995.”

– Kerri Durham,  
Texas A&M University,  
Corpus Christi, TX



## additional blackbaud solutions

The following solutions seamlessly integrate with **The Raiser's Edge**<sup>®</sup> to meet all of your needs:

**The Financial Edge**<sup>™</sup>: Full suite of financial management software that puts critical information into a nonprofit manager's hands to make key decisions. Provides general ledger, AVR, AVP, payroll, student billing, POS and nonprofit-specific reports.

**The Information Edge**<sup>™</sup>: The first business intelligence and direct marketing tool designed exclusively for nonprofits. Powers insightful decision-making by providing a comprehensive view of your entire organization's activities.

**The Education Edge**<sup>™</sup>: Complete software solution for independent schools that links data and processes from all school areas and functions. Offers applications for registrar's and admissions offices, store managers, and academic records.

**Blackbaud Analytics**<sup>™</sup>: Transforms data into results with **ProspectPoint**<sup>™</sup> predictive donor modeling and **WealthPoint**<sup>™</sup> wealth identification services.

**Data Enrichment Services**: Data cleansing and append services that strengthen your **Raiser's Edge** data to enhance your fundraising efforts.



## The Raiser's Edge: options overview

The **RE:NetSolutions**<sup>™</sup> suite for online fundraising and communication includes:

- ◆ **RE:NetEvents**<sup>™</sup> for online event management
- ◆ **RE:NetDirectories**<sup>™</sup> for online people search and donor recognition
- ◆ **RE:NetVolunteers**<sup>™</sup> for online volunteer coordination
- ◆ **RE:NetMembers**<sup>™</sup> for online membership management

**RE:Tribute**<sup>®</sup> for honor/memorial tracking

**RE:Member**<sup>®</sup> for membership management

**RE:Alum**<sup>®</sup> for alumni/ae tracking

**RE:Event**<sup>®</sup> for event management

**RE:Search**<sup>™</sup> for prospect research management

**Postal Discounts**<sup>™</sup> for mailing efficiency

**Address Validation**<sup>™</sup> for mailing accuracy

**RE:VBA**<sup>™</sup> for advanced customization

**RE:API**<sup>™</sup> for advanced application development

**RE:Anywhere**<sup>™</sup> for Web-based access to **The Raiser's Edge**

**Volunteer Management**

**Recurring Gifts Management**

**MatchFinder**<sup>®</sup> for matching gift company database

**NCOA On-Demand**

Contact us today to schedule a solution demonstration or to learn more about **The Raiser's Edge** \_\_\_\_\_

## get started today

To learn more about *The Raiser's Edge*®,  
**call 800-992-3003**

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## about Blackbaud

Blackbaud is the leading global provider of software and related services designed specifically for nonprofit organizations. More than 12,500 organizations use Blackbaud products and consulting services for fundraising, financial management, business intelligence and school administration. Blackbaud's solutions include *The Raiser's Edge*®, *The Financial Edge*™, *The Education Edge*™, *The Information Edge*™, *WealthPoint*™ and *ProspectPoint*™, as well as a wide range of consulting and educational services. Founded in 1981, Blackbaud is headquartered in Charleston, South Carolina, and has operations in Toronto, Ontario, Glasgow, Scotland, and Sydney, Australia.



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