

Blackbaud NetCommunity Grow™



Achieve your fundraising goals and reap the benefits of richer online marketing and communications

Your website is your organisation's virtual doorway, and you need more than just a "donate now" button to ensure it does its job. Your website should help you tell your story, make a case for support, and allow supporters to share information and participate in initiatives. Blackbaud NetCommunity Grow is the answer for organisations that are ready to reap the benefits of richer online marketing and communications, but may not have the resources or expertise in place to make such a website come to life.

Blackbaud NetCommunity Grow is a complete Internet marketing solution that can help you achieve your fundraising and communication goals sooner than you thought possible. It includes an easy-to-update content management system, professional design, sample campaigns, strategic consulting, community sharing, and world-class individual support, all so you can take advantage of your supporters' enthusiasm.

Why Blackbaud NetCommunity Grow?

- Reach new donors online.
- Inspire more support with a more user-friendly and professional site.
- Learn how to build and benefit from strategic multi-channel campaigns.
- Grow your list of email subscribers.
- Learn how to design and launch email campaigns and newsletters.
- Use interactive features to learn more about the causes that inspire your website visitors.
- Learn about valuable website metrics and reporting.

A proven online platform that can help your overall marketing costs decrease while your supporters' engagement, participation and online giving increases! The solution provides a growth path to help you expand your web presence and capabilities as you and your online community develop more sophisticated needs.

Blackbaud NetCommunity Grow is fully integrated with The Raiser's Edge®, greatly reducing the amount of time and money your staff must spend on administrative tasks, and allowing supporters to have a customised, targeted online experience with your organisation.

Within weeks, Blackbaud NetCommunity Grow will deliver:

- A complete content management system with a professional design that's ready for you to build on, plus custom colors and up to 10 pages of content migrated from your current site.
- An email communications platform with a themed newsletter, appeal, and acknowledgement, pre-formatted and ready to launch.
- Audience analysis and profiling reports to help you create meaningful content and messages that inspire action.
- Online giving pages with a personalised strategy to help you drive engaged traffic to them.
- A supporter profile update form allowing constituents to self-update records in The Raiser's Edge.
- An event registration page to help you attract more participation without more data entry.
- "Tell-a-Friend" links, blogs, calendars, job boards, email subscription forms, and other viral marketing tools to help your website community and online marketing list grow!

To learn more about how Blackbaud NetCommunity Grow can help your organisation build a strong marketing strategy to keep supporters interested and engaged in your mission, visit www.blackbaud.co.uk or contact your account manager. ▶

Blackbaud NetCommunity at a glance

NetCommunity Spark	NetCommunity Grow	NetCommunity Pro
<ul style="list-style-type: none"> • Online Giving • Email/Newsletter • Profile Updates • Events • Event Registration • Membership 	<ul style="list-style-type: none"> • Content Management • Website Management • Social Networking 	<ul style="list-style-type: none"> • Web 2.0 and Social Media • Supporter View • Advanced Online Giving • Support Network • Team Fundraising • Events • Challenge Fundraising