

Connect Your Supporters, and they Will Connect with You

An Overview of Blackbaud NetCommunity



Blackbaud NetCommunity will enable your organisation to build an online community where you can educate the world about your mission, add new supporters, and raise more money by creating a personalised online experience for your constituents. It is an online communication and Internet marketing platform that will help you build an expanded and loyal network of support.

“Support” means much more than just monetary donations. Raising money is important, but so are the many other facets of support, including: event participation, volunteering, employment, sponsoring a friend, advocacy, and spreading the word about your mission. To be effective, you must cultivate all types of support, and your website should be your greatest ally.

With Blackbaud NetCommunity, you can:

Educate the community about your mission and add new supporters

Blackbaud NetCommunity allows you to get the word out about your programs, upcoming events, and volunteer opportunities. Personal pages, message boards, and blogs not only help you grow your prospect base, but also give staff members an outlet for communicating with supporters. They also give supporters a way to communicate with each other.

Drive people to your site with “teaser” emails and invite supporters to read more about the topics that interest them, broadcast your electronic newsletter to targeted audiences, and simplify your fundraising efforts with online appeals and reminders. Rally support for the issues that impact your mission through integrated advocacy tools and allow volunteers to sign up for projects via the Internet

Build relationships that extend beyond donations

It’s no surprise that members and supporters who are involved and interested will contribute more, but keeping them engaged can be a difficult job. When a supporter logs in to Blackbaud NetCommunity, the system creates personalised web pages unique to his or her interests with specifically targeted appeals. Visitors can learn about your organisation, register for upcoming events, communicate with other supporters, update their own profiles, or make a donation all on your website. All transactions are shared seamlessly through The Raiser’s Edge, so there is no need for duplicate entry or error-prone uploads.

Broaden relationships, build loyalty, target your message, and increase support with:

- One online/offline database
- Endless online communication options
- Personalised electronic and viral marketing
- Advanced online giving
- TeamFundraising™
- Personal pages
- Advocacy
- Directories
- True integration with The Raiser’s Edge®

Raise more money by personalising online giving and participation

Convey your need for funds through targeted content, email, newsletters, and “sponsor-me” fundraising pages. Raise more money for your mission by providing individualised donor forms with dynamic giving levels based on a particular appeal or a supporter’s past giving history. Create sophisticated, highly targeted eMarketing campaigns that are optimised through testing and segmentation. Expand your network of supporters by allowing volunteer fundraisers and event participants to take fundraising into their own hands by sending personal messages to mobilise their family and friends.

Develop an online strategy unique to your organisation

Blackbaud NetCommunity is backed by our industry-leading professional services and support teams that can align your organisation’s strategic goals with the right tools and processes to help ensure your success. You can even utilise Blackbaud’s Application Hosting Services to set up, host, and support your application, allowing you to focus your time on your mission.



For Your Supporters:

Personal Pages: Give your members or supporters the ability to create their own personal web pages on your site to help them communicate about your organisation with their families and friends.

TeamFundraising: Give event participants and volunteers the ability to reach out to family and friends with a personal message and web page that can exponentially boost support for your campaigns and events.

Weblogs/Blogs: Keep supporters coming back to your website to collect and exchange information of interest, including personal feedback, commentaries, news updates and links.

Integrated Advocacy: Rally support by allowing your constituents to contact one another and the media on issues that impact your organisation’s mission.

Personalised Online Giving Options: Allow your donors to make easy online donations in a secure environment. You create personalised donation forms with fund designation and dynamic giving levels based on a donor’s profile and giving history.

For Your Organisation:

Content Management System: Allow non-technical users to create and update content in real time with straightforward development tools available through a web-based interface.

Integrated Transaction Processing: Automate the setup and processing of online donations, profile updates, membership, fundraising events, advocacy, polling, event payments, and registrations.

Constituent Relationship Management (CRM) Solution: Consolidate all interactions with your supporters — both online and offline — into one best-of-breed nonprofit database solution.

Event Calendars and Registrations: Display event calendars and offer online event registration, to allow targeted individuals to register and/or pay for single or multiple events in one transaction.

Multiple Facility Management: If you have regional facilities, you can provide each location with the ability to maintain its own website, along with the profiles of its supporters.

Author Security: Protect your website with unique sign-in and password security settings designated for individuals responsible for updating web pages or sections of pages.

Membership: Easily manage membership sign-up, renewal, and upgrade opportunities. Offer exclusive content, web pages, and features for each secure-login membership level.

RSS News Reader: Expand the fresh content on your site with little effort, by hosting news feeds from thousands of reputable online news sources to pique your supporters' interests.

Document Sharing and Distribution: Upload, host and share documents with targeted individuals based on login security rights (perfect for annual reports, financial updates, or meeting minutes).

Content Publication and Expiration: Set "from" and "to" dates for page content to determine when content should be published or expired. Review images prior to publication.

Polls/Surveys: Create and publish poll and survey questions so you can gauge constituent feedback and understand supporter preferences to better target future communications.

Chapter Management: Create subsets or chapters within your membership or supporter base. Delegate website content and member profile management to that chapter.

eCampaigns: Manage all online communications, including email and newsletter design templates, target recipient lists, personalisation, A/B testing, seed lists, exclusion lists, scheduled sending options, and campaign analysis.

Slideshows: Upload multiple photos or images to share in a slideshow display.

Contact Blackbaud today to learn more about these features and many more features that can help your organisation fully leverage the power of the Internet.

To find out if Blackbaud's flexible website management solution is right for your organisation, visit www.blackbaud.co.uk/products/internet/bbe_netcommunity.aspx or contact your Blackbaud account representative today. ►