



## The Raiser's Edge<sup>®</sup>

The complete Customer Relationship Management solution

## Customer Relationship Management for not-for-profit organisations

The not-for-profit landscape changes daily. Is your strategic vision evolving with it? With the addition of hundreds of new organisations each month, 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 not-for-profits of all shapes and sizes, it's the trusted solution of more than 19,000 organisations worldwide.

**The Raiser's Edge** works by giving you the tools you need to cultivate lifelong relationships with supporters, 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 organisation's future.

"LionHeart uses **The Raiser's Edge** to drive its business forward in relation to supporters, clients and volunteers. As an organisation we wanted a good technology solution that would enable us to do this, and one that would stay in the marketplace. It was for this reason that we chose Blackbaud."

— Roger Chester,  
LionHeart,  
Coventry.

# introducing The Raiser's Edge®

the only solution you'll ever need for fundraising success

## cultivate lifelong relationships with your supporters

Not-for-profits 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 supporters 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 organisation from dozens more that are vying for the generosity of your supporters.

- Enjoy a complete view of relationships by easily recording every interaction you have with prospects and supporters. By synchronising 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, and allow staff to work from home and ensure that fundraisers on the road are always up-to-date.
- Transform loyal supporters into major and planned givers using analytical tools that identify your best prospects.
- Recruit prospects and foster supporter loyalty by analysing and aligning your data to deliver targeted, timely communications.
- Automate repetitive tasks and organise specific actions to effectively manage standardised processes and ensure timely follow-up.

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

You know that fundraising success depends on expert 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 organisation 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 simple using the batch feature — a customisable 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.



“At the Prostate Cancer Charity, we have found that the highly detailed information we are able to track in **The Raiser's Edge** has enabled us to develop new campaigns and significantly increase income in cost effective ways. It has also enabled our nurse-led Helpline, which receives over 14,000 calls a year, to analyse patient information in more depth and use it to deliver better services as a result.”

– Colin Grove,  
The Prostate Cancer Charity,  
London.  
[www.prostate-cancer.org.uk](http://www.prostate-cancer.org.uk)

## demonstrate increased accountability

“I have found **The Raiser’s Edge** to be invaluable in every part of my job. I can effortlessly keep track of all communication with constituents and am able to report quickly and easily on campaign results. I wouldn’t consider embarking on future projects without it.”

— Margaret Peat,  
George Heriot’s School,  
Edinburgh.

A contribution is a supporter’s investment in your cause. With many options for their money, supporters demand validation and social return to help them make future donation decisions. Supporters also need to feel that the organisations 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 overheads. 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 supporters, staff, and board members.
- ◆ Analyse data and tailor your reports to any audience.
- ◆ Review snapshots of every aspect of your organisation with “at-a-glance” reports.

## one-click reporting

**These are just a few of the critical reports The Raiser’s Edge lets you run in just one click:**

- ◆ **Top ten supporters of all time, or any time.** Planning a capital campaign and need to gauge support? Try checking in with your most generous supporters.
- ◆ **Year-over-year supporter comparison.** See whose giving has increased, whose has decreased, and whose has remained the same.
- ◆ **Lapsed supporters.** No other system makes it so painless to see which supporters gave “last year,” or “some years, but unfortunately not this.”
- ◆ **Supporters by category.** See in an instant who donated, including volunteers, members, board members, staff, alumni, patrons, patients, advocates, giving clubs, and more.
- ◆ **Giving by location.** Planning an event or canvassing strategy? Calculate the average gift amount in a postcode or range of postcodes.
- ◆ **Pledge reports.** Easily see who is overdue on pledge payments. And just a few more clicks reveals the pledges you expect to collect this month!

## diversify your fundraising methods

With increasingly sophisticated supporters and prospects and more not-for-profit competition, you are now challenged to explore alternative fundraising techniques. Recurring giving and online philanthropy programmes 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. **Regular Giving Management** offers supporters the option of convenient, secure monthly transactions. **RE:NetSolutions™** and **Blackbaud NetCommunity™** extend your fundraising efforts to the Web, giving supporters convenient ways to donate and register for events while learning more about your organisation’s work. Employ these specially designed tools to increase supporter participation while you decrease your cost-per-pound raised.

With **The Raiser’s Edge**, you can:

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

## invest in your future

Imagine the momentum gained when your entire organisation 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 organisation. 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 not-for-profit organisations, **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 relationship management

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

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

### advanced reporting and security

Communicate organisational 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.
- ♦ Standardise 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 user access to help refine staff responsibilities — with an advanced security model, you can be confident that your information is secure.
- ♦ Ensure customisation, 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 supporters and prospects with convenient, preferred methods of giving that save you time via advanced e-philanthropy and **Regular Giving Management** tools.

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

### automated processes and personalisation

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 customised Dashboard and Home Page.
- ♦ Perform complex mail merges - create mailing labels, personalised envelopes, e-mails and telephone campaigns.



## implement with expert help every step of the way

### Consulting Services:

Our expert consulting team offers comprehensive guidance to ensure your success. Services include process re-engineering, training, data services, software customisation, technical consulting and fundraising consulting. From assessment and planning to programme deployment and operation, our consultants 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 organisation. Once trained, your staff will have the skills to successfully execute new fundraising methods with the best-known technology product in the not-for-profit industry. Training options include:

- Classroom training
- Regional training
- On-site training
- The eLearning Library (24-hour online resource)

### Maintenance and Customer Support:

Our friendly, knowledgeable maintenance and support teams value lifelong relationships with our clients. Through education and support, we focus on empowering our customers to use our software in a manner that achieves the maximum benefit to their organisations. Participants in any one of our Blackbaud Advantage™ Maintenance Plans have access to a wide range of resources, including:

- Fast, reliable customer support, accessible via Web, phone or email
- Unlimited, around-the-clock access to self-service resources
- New software releases
- Embedded help files, user guides, and weekly technical bulletins
- User group meetings and Web forums

“Being just a small branch of a global organisation, we have to be quite conscientious that we are working in the most effective and most efficient manner possible. There is no question that **The Raiser's Edge** helps us to do this, as well as the excellent standard of service offered by the Blackbaud support team. It has been like adding another member of staff to our office.”

- Iris Ashbridge,  
Haggai Institute,  
Belfast, Northern Ireland



## trust the worldwide leader

Blackbaud is the leading global provider of software and related services designed specifically for not-for-profit organisations. More than 19,000 organisations use one or more of Blackbaud products and consulting services for in-house and online ticketing, marketing, Web site management, and fundraising. Blackbaud's solutions include The Raiser's Edge®, The Patron Edge®, The Information Edge™, Blackbaud Gift Aid™, and Blackbaud® NetCommunity™ 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, Glasgow, London and Sydney.

For more information, visit [www.blackbaud.co.uk](http://www.blackbaud.co.uk)

## additional blackbaud solutions

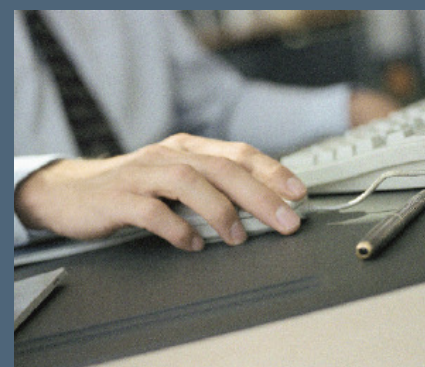
**The Information Edge™:** The first business intelligence solution that helps not-for-profit professionals get a holistic view of constituent, financial, and programme activities. Powers insightful decision-making and mission performance monitoring.

**Blackbaud® NetCommunity™:** Groundbreaking Web site management solution that shares a database with The Raiser's Edge, allowing all Web content to be dynamically personalised for each visitor.

**The Patron Edge®:** Complete ticketing, marketing and CRM solution designed to manage operations, boost attendance, and increase revenue.

**Blackbaud MailWise™:** Inaccurate address, income and giving capacity data can significantly damage the success rate of your direct marketing campaigns. Blackbaud MailWise is designed to better target your campaigns, saving production and postage costs and maximising the income generated by your direct marketing efforts.

**Blackbaud Gift Aid™:** By enhancing the efficiency of your Gift Aid management program, **Blackbaud Gift Aid** gives you the tools to minimise financial risk, optimise returns, ensure business continuity and confidently protect the essential income stream that your Gift Aid scheme delivers.



## The Raiser's Edge: options overview

The **RE:NetSolutions™** suite for online fundraising and communication includes:

**RE:NetEvents™** for online event management

**RE:NetDirectories™** for online people search and supporter recognition

**RE:NetVolunteers™** for online volunteer coordination

**RE:NetMembers™** for online membership management

**RE:Tribute®** for honour/memorial tracking

**RE:Member®** for membership management

**RE:Alum®** for alumni/ae tracking

**RE:Event®** for event management

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

**RE:Search™** for prospect research management

**WealthPoint™** for **The Raiser's Edge®** for instant prospect research data

**RE:VBA™** for advanced customisation

**RE:API™** for advanced application development

TXT Messaging

To learn more about **The Raiser's Edge** and Blackbaud's consulting services, training programmes, or customer support, please visit <http://raisersedge.blackbaud.co.uk>, email [solutions@blackbaud.co.uk](mailto:solutions@blackbaud.co.uk) or call +44 (0) 207 921 9600.

## get started today

To learn more about **The Raiser's Edge®**, visit <http://raisersedge.blackbaud.co.uk>, or contact a Blackbaud account representative.

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## about Blackbaud

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