

Intermediate Technology Development Group

ITDG (Intermediate Technology Development Group) relies on The Raiser's Edge® to streamline its recurring giving program



Blackbaud software and services used by ITDG

- The Raiser's Edge
- The Information Edge™
- Blackbaud Consulting Service

With approximately 16,000 supporters making regular monthly donations, ITDG invested valuable staff time in manually entering new gifts, monitoring increases in individual donations and tracking the overall success of upgrade appeals. By deploying the newest version of The Raiser's Edge, the organization not only automated the entry of new recurring gifts and donors, but also provided staff with instant access to metrics tracking the success of current appeals. With this solution in place, ITDG is able to quickly identify and act on missed payments, analyze who is giving, and better target campaigns and ask amounts for both new and existing donors.

The Challenge

The Challenge: to manage 16,000 recurring gift donors and evaluate the progress of targeted fundraising appeal.

Founded in 1966, ITDG is an international, non-governmental organization that specializes in helping people use technology for practical answers to poverty.

Over the years, ITDG has built a base of 16,000 supporters who commit to making small regular donations – with no specified end date – to the organization. Called “recurring gifts,” these donations are transferred automatically each month from donors’ bank accounts directly into the charity’s bank account, making them a highly predictable source of funding.

The organization promotes recurring giving in its semi-annual direct marketing campaigns and also uses direct dialogue to sign up new donors. Last year alone, ITDG added more than 5,000 new regular donors and contacted thousands of others to ask them to increase the amounts of their monthly gifts. The organization invested significant staff resources into overcoming its various challenges, such as manually entering each recurring gift and new donor into its fundraising software, relying on cumbersome workarounds to handle changes in gift amounts, and being unable to quickly and accurately assess the success of upgrade campaigns.

“With such high volumes of monthly supporter data to manage and a goal of adding more than 1,000 new recurring gift donors this year, we needed to reduce the growing administrative burden, streamline our upgrade process and get better information on the effectiveness of fundraising appeals,” said Jackie Taylor, Manager of Supporter Services at ITDG.

The Solution

The Solution: to automate critical processes and analyze key success factors.

ITDG chose to implement the newest version of The Raiser's Edge, which offers special functionality to manage a recurring gift program, to streamline its processes and provide critical management reports. A Blackbaud consultant worked with the organization to automate the entry of new recurring gifts and adjust how existing donors were being tracked.

"Our Blackbaud consultant came in and helped us set up the most suitable system for maximizing how we handle these committed givers, including setting up new reports to identify donors who have missed payments," said Ms. Taylor.

With The Raiser's Edge in place, ITDG can now import gifts directly into the software. In addition to reducing the administrative burden of entering high volumes of data, directly importing gifts has also simplified the way the organization works with the 3rd-party telemarketing firm it engages to make calls to existing donors about increasing their gifts.

Equipped with the ability to instantly change and calculate gift amounts, ITDG can keep a constant pulse on the progress of campaigns. A new report available in The Raiser's Edge ensures staff can quickly identify donors that have recently missed a payment and get them back on schedule before the next month's gifts are due. This same report equips ITDG with information on donors who have regularly missed payments over longer periods of time, providing the impetus to reconnect, determine why the donations stopped and, ultimately, reinstate the gifts.

By improving processes and deploying this powerful new fundraising solution, ITDG has improved the quality of data it collects from recurring givers and can better analyze success and plan for future growth from this consistent, reliable source of donations.

At-a-glance Results

- ITDG has eliminated cumbersome data-entry of recurring gifts, allowing staff to refocus efforts on new fundraising initiatives.
- Staff has instant access to the progress of upgrade campaigns.
- Staff has better-quality data to use in planning future strategies personal service.

"The new version of The Raiser's Edge has allowed us to think of better ways to generate additional committed givers without having to increase the staff we need to manage the process," said Ms. Taylor.



Courtesy of ITDG