

## LionHeart

LionHeart uses RE:NetSolutions™ to better serve their donors and generate increased funds



Blackbaud software and services used by LionHeart:

- The Raiser's Edge®
- RE:NetSolutions
- RE:Event®
- RE:Volunteer™
- Blackbaud Consulting Services
- Blackbaud Training

Having successfully used The Raiser's Edge for more than six years to manage and communicate with their donors, LionHeart recognised the need to move things a step further by taking advantage of the benefits on offer from the Internet. RE:NetSolutions has enabled LionHeart to interact with their donors in many different ways using the Internet and e-mail, and has allowed them to greatly increase the funds they have generated, without employing any extra staff.

LionHeart, the Royal Institution of Chartered Surveyors' benevolent fund, was founded in 1899 in order to provide various services to past and present members of the RICS. The charity is dependent upon the continuing generosity of RICS members and firms within the property industry, so that they can continue to provide confidential advice, information, support and financial assistance to members and their dependents. The charity began using The Raiser's Edge in 1996 to effectively manage and communicate with their donors, using a technology solution that was going to stay in the marketplace. They currently have 128,000 donors, beneficiaries and volunteers who are all tracked and managed through The Raiser's Edge.

### The Challenge

With the sharp increase in the number of people using the Internet, LionHeart felt that they needed to take advantage of this new technology, to make communications and donations easier for their donors, or face being left behind. It was also apparent that they needed to appeal to the younger members of the RICS, who expect to be able to carry out the majority of their everyday transactions on-line.

"We knew that we were potentially missing out on many pounds worth of donations through people not having the option to donate on-line. Being able to offer RICS members the chance to donate money quickly and easily, and in a way that was preferred by them, was the top of our agenda", commented Roger Chester, Head of Finance and Administration at LionHeart.

Staff at the organisation were also faced with the various problems associated with being unable to communicate with donors via e-mail and the Internet. For example, they couldn't send mass e-mail campaigns to their donors, or more targeted e-mails to specific segments.

## The Solution

In July 2003 LionHeart began using The Raiser's Edge to extend their fundraising activities to the Internet, by implementing the RE:NetSolutions module.

Initially the organisation has been using the web-based components of The Raiser's Edge to allow them to accept credit card payments via their web site, to mass e-mail their donors, and also for more targeted e-mail campaigns.

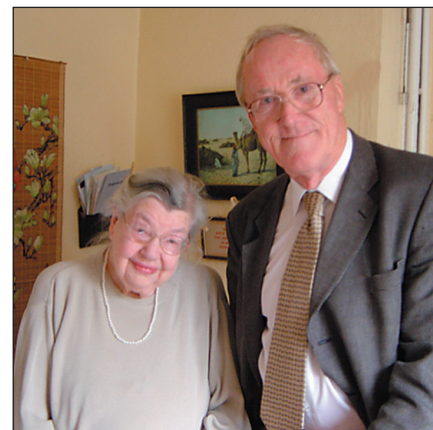
Results have far exceeded expectations, with mass e-mail campaigns so far resulting in 1,500 new Gift Aid declarations from donors, producing more than £15,000. "The results we have experienced from using RE:NetSolutions have completely fulfilled our expectations, and more. In this day and age our donors expect to be able to interact with us via the internet, and the software has enabled us to do this in so many different ways" said Roger.

LionHeart has several plans for the future with RE:NetSolutions, including giving their donors the ability to set up direct debit donations on-line, to reserve places for regional seminars on-line, and to sign up on-line to become volunteers.

## At-a-glance Results

- 1,100 new Gift Aid declarations received from first ever mass e-mail campaign.
- Credit card donations are now accepted on-line.
- Donors are now able to interact with the charity in a way that suits them.

Roger remarked, "The benefits from using RE:Net Solutions together with The Raiser's Edge are clear to see – we have greatly increased the amount of donor marketing that we are capable of doing, without having to increase our staff numbers. This has saved us the cost of having to employ additional staff, and at the same time is generating even more funds towards our worthy cause".



Courtesy of LionHeart