



The British Heart Foundation uses Blackbaud Consultancy Services to achieve a holistic view of its supporters

Having several disparate systems to manage various aspects of its fundraising activities was proving to be a difficult task for The British Heart Foundation (BHF). Many everyday processes were being unnecessarily duplicated, and vital supporter details were spread across the various databases. By working with the Blackbaud Consulting Team to address these issues, the BHF now has a global view of most supporters through **The Raiser's Edge**®, has saved many hours through removal of unnecessary processes, and has greatly increased its annual donations.

background:

The BHF is the nation's heart charity, raising money to fund pioneering research into the causes and treatment of heart disease among men, women and children.

As the largest independent funder of heart research in the UK, the charity relies heavily on both corporate and public donations, and has been using **The Raiser's Edge** for the last 5 years in order to manage these donations along with its day to day fundraising activities.

the challenge:

With several different databases and information management systems in daily operation, the BHF was at risk of duplicating its communications with various supporters. They were also unnecessarily repeating efforts by having to key in the same information into each system, and manually inputting changes to supporter details that are periodically received from third party sources. The charity was looking for a solution that allowed it to keep the same amount of detailed information that was already present in its various different databases, but at the same time achieved a truly holistic view of its supporters, and reduced time spent on needless tasks.

"With as many as one million supporters, it is absolutely essential that our communications are accurate and up to date, and with several different databases in operation it was difficult for us to be certain that they were. We needed a solution that was tailored to allow us to continue tracking all of our detailed information, yet also enable us to see a view of our supporters from one central point" remarked Killian Lynch, Supporter Services Manager at the BHF.

the solution:

The Blackbaud consulting team worked with the charity in order to meet these requirements across three stages.

Blackbaud software and services used by The British Heart Foundation:

- ◆ **The Raiser's Edge**®
- ◆ **Blackbaud Consulting Services**
- ◆ **RE:VBA**™
- ◆ **RE:API**™
- ◆ **RE:Tribute**®

contact

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courtesy of The British Heart Foundation

about Blackbaud

Blackbaud is the leading global provider of software and related services designed specifically for not-for-profit organisations. More than 12,500 organisations use Blackbaud products and consulting services for fundraising and business intelligence. Blackbaud's solutions include The Raiser's Edge®, The Patron Edge™ and The Information Edge™, 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, Ontario, Glasgow, Scotland, and Sydney, Australia.

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The first stage involved the existing In Memoriam database that had been developed in-house in order to track all donations of this kind. Details were being keyed into both this database and **The Raiser's Edge**, resulting in duplicated efforts and the potential for conflicting information. A Blackbaud consultant transferred all of the data from the existing database into the **RE:Tribute**® module of **The Raiser's Edge** which is specifically designed to track and manage these types of donations. Once the data was transferred, a de-duplication was performed to ensure that data was merged without losing any information, and that no duplicate records existed. This integration has greatly reduced the amount of time spent on data entry, and also allows for more accurate and efficient reporting as all of the data is now stored in one place.

Two other databases needed to remain active, one an internal database system used to track and manage all direct mail activity, the other an internal database used by the BHF's regional offices. In order for these to be linked with **The Raiser's Edge** the BHF has used the **RE:API**™ and **RE:VBA**™ modules to create an interface between the three. Now users can view information through one system rather than having to work between several different applications.

The final part of the solution involved building a plug-in to **The Raiser's Edge** to allow amendments to supporters' direct debit details to be imported automatically. Supporters updating or amending their direct debits do so through an external service provider. These details are then passed on in the form of a text file which, until recently, had to be manually updated to each record. A process that had previously taken several days to carry out can now be done in a matter of minutes.

The solution implemented by the Blackbaud consulting team has enabled workers at the BHF to not only free up precious time, enabling them to generate additional funds, but also to be confident that the data they are viewing is both accurate and up to date.

"The Blackbaud consulting team has really helped us to move forward with **The Raiser's Edge**. We can now view most donor details from one single point, which allows us to communicate with them in more appropriate tones. Added to this, we have been able to generate the equivalent of an additional month's donations each year as a result of the time this project has saved us" commented Killian.

Looking ahead, the BHF is currently exploring further opportunities to improve its processes by using Blackbaud products such as **The Information Edge**™ and **Net Community**™.

at-a-glance results

- Numerous hours of work saved by not having to key in the same information several times.
- Annual fundraising income has been increased by the equivalent of one month worth of donations.
- A holistic view of most supporters is now available which is accurate and up to date.

"The BHF's main aim is to research and fight against the causes of heart disease. By using **The Raiser's Edge** and Blackbaud's consulting services to considerably cut the time we spend on day to day business processes, we have managed to increase our annual income, allowing us to remain focused on achieving this aim." Killian Lynch – Supporter Services Manager, British Heart Foundation.