

## Imperial College London

Imperial College London Uses The Raisers's Edge® and Blackbaud NetCommunity™ to Better Serve Donors and Boost Fundraising

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- Imperial College London needed to implement a complete development, marketing, and relationship management solution to grow support and communicate with it's alumni.
- The University chose Blackbaud NetCommunity to streamline operations and provide integrated data to various departments throughout the University.
- [www3.imperial.ac.uk](http://www3.imperial.ac.uk)



Photograph courtesy of Imperial College London

Having successfully used The Raiser's Edge to manage and communicate with its alumni, Imperial College London recognised the need to increase the functionality of its database. Blackbaud's NetCommunity has enabled the University to efficiently integrate its existing and new data, increasing its effectiveness.

#### Background

Imperial College London, founded in 1907, is consistently rated among the world's best universities and has a focus on engineering, medicine, science, and business.

The University has been using The Raiser's Edge from Blackbaud to effectively manage and communicate with its alumni, using the technology to oversee relationships, track fundraising levels, and manage events for both alumni and prospects.

#### The Challenge

Imperial College London wanted to attract major donors and track all of its contact points for donors and alumni, increasing the functionality of its existing database. It became clear, however, that moving data from one place to another, for example, when students graduate, could potentially create problems.

"It's very helpful to have a database where we can run lots of functionality from the same set of data. Having the data just in one place alleviates a lot of heartache involved in data transfer," commented Richard Edgington, database manager at Imperial College London.

#### The Solution

As well as using The Raiser's Edge, Imperial College London has also implemented Blackbaud NetCommunity, which links into The Raiser's Edge and provides an efficient and effective data integration service. Imperial College did a review of other products but found that as its data needs were quite vast, the level of data integration offered by others was not as good.

Imperial College London has also found the level of support for The Raiser's Edge to be very good, and Edgington believes that the support team in the UK has a solution for most — if not all — of the problems the University encounters.

“If I have problems with the software, I’ll check the Knowledge Base [Blackbaud’s service for troubleshooting software issues] first. Generally, nine times out of ten, I’ll find an answer there so I won’t actually have to interact with Support. When we have sought support, it has been very good, particularly with The Raiser’s Edge. If there is a problem the Support team can’t answer, they’ll ask the US for a more technical view,” said Edgington.

### At-a-glance Results

- Blackbaud NetCommunity has helped Imperial College London improve its data integration practices.
- The Raiser’s Edge enables the University to track all of its contact points for donors and alumni.
- The University can now run additional functionality from the same set of data.

Imperial College London is now looking to upgrade its versions of The Raiser’s Edge and Blackbaud NetCommunity in order to further increase functionality.

“There are a number of issues to consider, such as payment card industry (PCI) compliance. We are currently working on that, and as ever it’s proving to be an interesting challenge. We are looking forward to using some of the functionality that isn’t currently available to us,” said Edgington.



Photograph courtesy of Imperial College London

### Blackbaud software and services used by Imperial College London:

- The Raiser’s Edge
- Blackbaud NetCommunity