

Online Express™

Online fundraising and marketing just became simple, smart and savvy.

Online Express™ is a **simple, smart, online fundraising and marketing tool that is integrated into The Raiser's Edge®.**

With templates designed specifically for non-profit organisations and a “drag and drop” editor, Online Express makes creating online forms and emails easier than ever!

Donations | Events | Memberships | Emails



Online Express Features at a Glance

Online Express wasn't just created **for** non-profits, it was created **with** non-profits to provide a low-cost solution with the most effective features and functionality for your online fundraising and marketing needs.

1

Simple Online Donation Forms

- Create unlimited donation forms that are modern and flexible
- Contemporary templates are customisable
- HTML code can be simply copied and pasted into your website
- Templates reflect your organisation's brand look and feel

Smart Email Marketing

- Access pre-designed, mobile-friendly templates that are created specifically for non-profits
- Revise content with an easy-to-use "drag and drop" editor
- Easy to upload and store images
- Manage distribution lists created in The Raiser's Edge

2

3

Event Management

- Quickly and easily create, design and embed an event registration form on your website
- Data from registrations is downloaded directly into The Raiser's Edge
- Allows individuals or organisations to register and/or pay for events in one transaction

Membership Forms

- Allows constituents to purchase memberships as well as give gifts of membership and additional donations in a single-step form
- All membership forms are desktop and mobile friendly

4

5

Savvy Dashboard Metrics

- View relevant marketing and fundraising statistics such as open rates, page views, conversion rates and average donations
- Compare forms or emails to determine which performs the best

Tutorial Videos Built into the Product

- Learn from easy-to-follow tutorial videos
- Click on the icon in the upper right corner for additional instructions

6

7

Integrated within the Raiser's Edge

- Provides a complete, integrated solution at your fingertips
- No third party vendors or separate databases
- Easily manage dynamic email lists without having to move data around
- Leverage "merge" fields to create personalised messages

Blackbaud Merchant Services™

- Makes non-profit credit card processing simple, secure and affordable
- Enables Online Express users to have a fully integrated payment process for online fundraising initiatives at no extra cost
- Visit www.blackbaud.co.uk/notforprofit/payment-services

8



Customer Story

Genesis Breast Cancer Prevention unlocks the “power of the internet” using Blackbaud Online Express.

Genesis Breast Cancer Prevention was founded in 1996 and is the only UK-based charity focused entirely on the prediction and prevention of breast cancer.

Why did you decide to sign up to Online Express?

“The Raiser’s Edge has been fantastic for us, but we knew that if we wanted to step up our fundraising efforts even further, we would have to **harness the power of the internet**. We’re a very small team, so whatever solution we introduced would need to be **simple, yet effective**.”

What is your favourite function of Online Express?

“**The function that I like most is ebuletins. We now have a streamlined system in place** and I really feel like we’ve made such a big impact already. **The ease of use is just phenomenal** - once you set up one mailer it’s so easy to duplicate them. What’s more, because it’s interlinked with The Raiser’s Edge we now have the capability to track who has opened and responded to which emails.”

What impact has Online Express had on your organisation?

“Online Express has worked wonders for our website. **We now have a versatile site that allows our users to interact with us more freely** – an invaluable tool that will contribute to the success of many of our projects going forward. We’re really proud of our website now and it’s all thanks to Online Express!”

Would you recommend Online Express?

“Absolutely! Right from the start, the key to us unlocking the power of our website was to have a solution in place that was straightforward but valuable. **Blackbaud Online Express has most definitely delivered this!**”

