

Data Management Services

It's time to leave intensive system tasks to the experts at Blackbaud, so you can focus your energy on strategic planning and furthering your mission.



Your organization works diligently to do the most it can with its resources. However, if optimizing your nonprofit's fundraising operations is a constant challenge due to staff turnover, reliance on a small staff, and ill-equipped infrastructure, this task can be difficult and overwhelming. It's not uncommon for day-to-day operations to leave you feeling stuck in the weeds, preventing you from focusing on the big picture. And that's why we're here to help.

We know there is no such thing as fundraising downtime, which is why Blackbaud offers comprehensive services to help manage, coordinate, and execute your direct marketing programs. Augmenting your in-house capabilities with our team of experts can boost your productivity and achieve your direct response revenue goals more efficiently. Our Data Management Services Team provides a full range of services—including segmentation, list pulls, data hygiene, reporting, and database administration—so that you can concentrate on fundraising and furthering your organization's mission.

Benefits

By partnering with Blackbaud's Data Management Services team, you'll have the power to meet and exceed your fundraising goals. Our team will do the heavy lifting, so you can:

- Easily orchestrate cross-channel, multi-wave campaigns
- Have confidence in the quality and completeness of your data
- Operate at top speed and quickly adjust campaign strategy
- Access diverse skill sets to seamlessly increase your team's capacity
- Learn and use best practices built from years of industry expertise
- Redirect your in-house resources to strategic activities that boost results
- Provide your staff with new career development opportunities

How It Works

Blackbaud's Data Management Services team will work with you to manage, coordinate, and execute database operations, direct marketing activities, and performance management reporting—leaving your staff free to work on other mission-critical objectives.

"We're proud to work with some of the most successful organizations, including 5 of the 20 largest U.S. nonprofits."

—Wendy Fox,
Vice President,
Information
Delivery Management,
Blackbaud

We know there is no such thing as fundraising downtime. Each year, we:

- Import over 8 billion rows of data
- Help our clients send over 1 billion solicitations
- Reach over 300 million supporters

Continued...

Data Management Services will combine your disparate data sets to enable cross-channel marketing and perform regular hygiene processes to maintain your data's health. Our team uses best-in-breed tools to manage direct marketing campaigns, and we'll coordinate with all of your vendors to help you achieve your desired results.

We can handle everything from basic data entry to complex direct marketing segmentation, and everything in between including:

- Queries, lists, and segmentation for direct response or online marketing campaigns
- Imports or interfaces that bring data in from other sources
- Exports and data pulls
- Data or gift entry
- Database administration and configuration
- Standard reporting and dashboard design
- Review and merging of duplicate records
- Global changes to clean up code tables, attributes, addresses, and salutations
- Demographic overlays, NCOALink®, ZIP Code®, and legislative data updates
- Quality control reporting

With Data Management Services, you'll gain year-round, rapid response support from a dedicated team of specialists. We'll provide ongoing guidance that will enhance your systems and business processes.

“We can relate. Our employees average 13 years of nonprofit experience, and 1 out of every 2 team members has worked directly for a nonprofit.”

—Wendy Fox,
Vice President,
Information
Delivery Management,
Blackbaud

Want more information on Data Management Services? Contact your account executive ►