

Blackbaud eTapestry® Complete

Everything You Need to Springboard Fundraising Growth.

Blackbaud eTapestry is designed exclusively to help growing nonprofits like yours efficiently manage and track fundraising performance, engage new supporters, and maximize existing donor relationships. We've bolstered what's included to help you build a stable foundation for success, meet fundraising goals, and catalyze growth.

Small nonprofits must creatively stretch their limited time and resources to achieve results. To do so, they need a fundraising solution built to raise more money in less time with fewer clicks.

Blackbaud has your back. We've supplemented everything eTapestry already offers with expanded professional consulting services, crowdfunding / peer-to-peer tools, and superior Data Intelligence to ensure your organization is squarely on the path to success.

Benefits at a glance



Get your growing going: Blackbaud is passionate about your success. So we don't just give you the tools you need to be successful—we work directly with you to ensure you have a stable foundation for growth from the beginning.



Understand your supporters: Blackbaud Data Intelligence helps you segment your database and identify untapped giving potential. A dedicated team of experts will work with you to interpret the opportunities and develop catered strategies and messaging to bring them to fruition.



Engage new audiences: Organizations like yours are looking for ways to expand their fundraising portfolio, reimagine events, connect with the next generation of supporters, and empower advocates. Integrated peer-to-peer and crowdfunding tools make it easy.

Why Blackbaud?

- ✓ Industry-leading expertise, driving insightful thought leadership and best practices
- ✓ Exclusive access to the world's largest philanthropic data set, entrenching a deep understanding of charitable trends and developments
- ✓ A singular focus on nonprofit organizations and institutions, resulting in solutions purpose-built for your needs, not repurposed "sales" CRMs
- ✓ 600+ software engineers researching and developing our solutions
- ✓ Passion for our customers' mission success, backed up by end-to-end training and support

Better fundraising starts here.

Blackbaud eTapestry's easy-to-use tools are designed to streamline manual administrative processes, deliver meaningful donor experiences, and provide engagement tools that can help you exceed your fundraising goals.

In addition to the native functionality overviewed to the right, we've bundled together these additional value-additive extensions and consulting services to help your team adopt the tools and optimize your fundraising.

NEXT-LEVEL IMPLEMENTATION AND CONSULTING SERVICES

Blackbaud is committed to our customers' success, which is why all Blackbaud eTapestry subscriptions include implementation services. Expedite your time to value with the right team of experts at your side who provide unmatched knowledge of our software and our deep industry expertise.

A dedicated team of experts works with you in a one-on-one environment to ensure your incumbent data is implemented according to best practices and optimized to grow fundraising performance right away.

In addition to the unlimited do-it-yourself online forms you'll have access to, we'll also work directly with you to optimize an advanced online form built to capture whatever your organization is seeking—donations, memberships, event registrations, sponsorships, eCommerce, and more!

SUPERIOR DATA INTELLIGENCE

We've also optimized wealth and giving analytics by including Affluence Insight™ to help you identify—and cultivate—major gift sources. The outputs aren't overwhelming data sources or confusing models—Affluence Insight extracts accurate, action-triggering wealth-attribute data from across the U.S. population and organizes prospects into precise donor groups and segments, like 'Sporadic Casual Donors' or 'High Net Worth Philanthropists'. And we don't just turn the data over to you—our team of expert consultants works directly with you to interpret the data, identify the best opportunities, and develop tactical action plans to drive growth.

CROWDFUNDING AND PEER-TO-PEER TOOLS

Supporter behavior is undergoing a radical shift. Blackbaud eTapestry is integrated with JustGiving from Blackbaud to help you meet the demanding expectations of today's digital-savvy supporters and acquire new donors in the process. Reimagine events through inventive and flexible campaigns with JustGiving, or empower your advocates to engage their personal networks and fundraise on your behalf.

INHERENT FUNCTIONALITY OF BLACKBAUD ETAPESTRY:

Core Functionality

- ✓ Constituent Relationship Management
- ✓ Fundraising Moves Management
- ✓ Mobile and Web Access
- ✓ Unlimited Users
- ✓ PCI Compliance and Security

Online Marketing

- ✓ Unlimited Online Forms (Website Embeddable)
- ✓ Email Marketing and Reporting
- ✓ Payment Processing and eReceipting
- ✓ Accept Donations from Digital Wallets
- ✓ Constant Contact® and Microsoft Outlook® Integration

Data Health

- ✓ Data Health Scorecard
- ✓ Dashboard Reporting
- ✓ Segmented Transactions and Self-Import Tools
- ✓ Document Attachments
- ✓ Executive and Benchmark Reporting
- ✓ AddressFinder™ (NCOALink®)
- ✓ WealthPoint® Rating

Blackbaud Support

- ✓ Live Chat Support
- ✓ Recorded Online Trainings
- ✓ eLearning Library
- ✓ Online Customer Community

[Learn more](#)

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.