

# Blackbaud eTapestry®

## Everything You Need to Boost Fundraising Growth

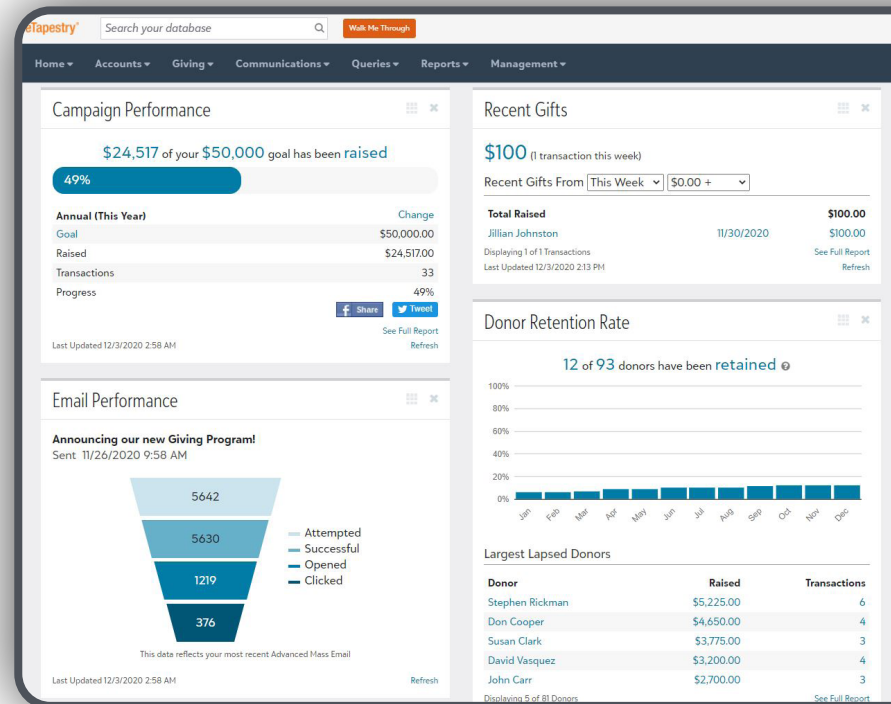
As a growing nonprofit, you must creatively stretch your limited time and budget in order to achieve results. eTapestry is designed exclusively to help you effectively manage and track fundraising performance, engage new supporters, and maximize existing donor relationships—allowing you to efficiently raise more money in less time.

### Better fundraising starts here.

eTapestry is an affordable, all-in-one supporter relationship management solution purpose-built to help nonprofits achieve growth and expand on their mission. Its easy-to-use tools are designed to streamline manual administrative processes, deliver meaningful donor experiences, and provide multi-channel communication tools to help you exceed your fundraising goals.

### Get your growing going.

Let's face it: spreadsheets weren't built to take on your organization's workflow. As a small nonprofit, you need a fundraising solution that provides a stable foundation for growth and delivers actual results with fewer clicks. eTapestry helps you overcome fundraising obstacles and lets your mission grow.



“We are better able to understand and maintain our data, giving us a holistic view of our member and donor relationships, which is invaluable when reporting to our executive board. As we approach our fundraising goal, we can see who has donated or renewed their membership, who hasn't yet, and who we need to engage.”

—Colleen Reilly, President, Friends of the Governor Stone  [Read their story](#)

## Work smarter and faster.

eTapestry is built specifically to bolster fundraising efforts and promote best practices. You'll work smarter with better donor insight powered by pre-built dashboards and reports which surface your greatest opportunities. You'll work faster with an integrated fundraising toolset that eliminates repetitive tasks and keeps your fundraising data in one place.

## Grow support for your mission.

eTapestry's all-in-one toolset empowers organizations to manage communications and relationships through a variety of channels. With one easy-to-use solution, you can send targeted emails, ensure direct mailings get delivered, collect online donations, automate recurring gift management, manage all aspects of your events, and see every engagement and communication a supporter has experienced—all in one place.

## Develop more impactful relationships.

eTapestry helps you identify the relationships which have the potential to propel your mission further with integrated wealth analytics through Data Intelligence. It also empowers your most passionate supporters to share your mission with their own social circles through built-in crowdfunding and peer-to-peer fundraising tools.

## Take fundraising even further with eTapestry Complete.

As your organization grows, your challenges evolve too. To make eTapestry more scalable and robust, we've supplemented its functionality with expanded professional consulting services and superior Data Intelligence to ensure your organization is squarely on the path to success.

Depending on your organization's goals, needs, and budget, eTapestry OR eTapestry Complete could be viable options for accelerating fundraising growth. The chart on the ensuing page outlines some key differentiations between the two options.

## POWER YOUR PASSION WITH ETAPESTRY

### We make it simple.

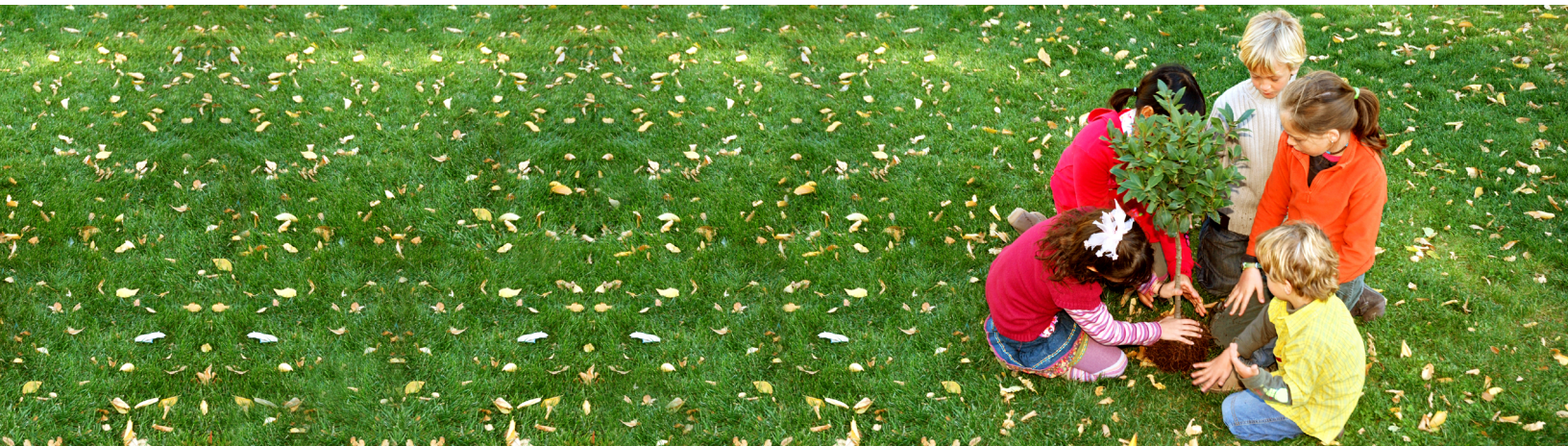
Blackbaud eTapestry is easy to use and quick to implement. Most new customers start collecting donations online within 30 days.

### We focus solely on the social good community.

With over 30 years of nonprofit expertise, Blackbaud customers are plugged into the latest industry best practices related to fundraising, engagement, marketing, and more.

### We are your lasting technology partner.


Blackbaud eTapestry is the first step to a lasting relationship with Blackbaud. As your nonprofit grows, we will always be there with the right solution at the right time.



# Blackbaud eTapestry

Available via scalable subscription options that provide great value at any budget.

|   | eTapestry | eTapestry Complete |
|---|-----------|--------------------|
| <b>CORE FUNCTIONALITY</b>   |           |                    |
| Constituent Relationship Management   | ✓         | ✓                  |
| Fundraising Moves Management  | ✓         | ✓                  |
| Specialized Capabilities for Events, Alumni, Members, Volunteers, Grants, Tributary / Memorial Gifts, and Planned Gifts   | ✓         | ✓                  |
| Mobile and Web Access   | ✓         | ✓                  |
| Unlimited Users   | ✓         | ✓                  |
| PCI Compliance and Security Controls  | ✓         | ✓                  |
| <b>ONLINE MARKETING</b>   |           |                    |
| Email Marketing and Reporting   | ✓         | ✓                  |
| Constant Contact® and Microsoft Outlook® Integration  | ✓         | ✓                  |
| Unlimited DIY Online Forms (Website Embeddable)   | ✓         | ✓                  |
|  Professionally-Created, Advanced Online Form  |           | ✓                  |
| Crowdfunding and Peer-to-Peer Fundraising   | ✓         | ✓                  |
| Payment Processing and Fee Coverage: Donor Cover and Complete Cover™  | ✓         | ✓                  |
| Accept Donations from Digital Wallets   | ✓         | ✓                  |
| <b>REPORTING AND DATA INTELLIGENCE</b>  |           |                    |
| Data Health Scorecard   | ✓         | ✓                  |
| Dynamic Dashboards  | ✓         | ✓                  |
| Document Attachments  | ✓         | ✓                  |
| AddressFinder™ (NCOALink®)  | ✓         | ✓                  |
|  1-to-5 Star Wealth Range Ratings Based on Publicly-Identifiable Assets                              | ✓         | ✓                  |
| Exact-Dollar-Amount Wealth Estimates Based on a Wide Range of Publicly-Identified and Modeled Datapoints  |           | ✓                  |
|  AI-Driven Persona Segmentation (e.g., Philanthropist, Humanitarian, Casual Donor, Influencer, etc.) |           | ✓                  |
| Expert Consulting Hours to Interpret the Data Intelligence Results  |           | ✓                  |
| Messaging Strategies and Guidance to Reach Your Newly-Identified Prospects  |           | ✓                  |
| <b>BLACKBAUD SERVICES AND SUPPORT</b>   |           |                    |
| Cohort Implementation (17 consulting hours)   | ✓         |                    |
| One-on-One Implementation (35 consulting hours)   |           | ✓                  |
| Recorded Online Trainings   | ✓         | ✓                  |
| eLearning Library   | ✓         | ✓                  |
| Online Customer Community   | ✓         | ✓                  |

 = Click to learn more

\*Pricing based on number of constituent records and functionality needed; Contracts billed annually with a 36-month minimum contract term

## About Blackbaud

Blackbaud (NASDAQ: BLKB) is the world's leading cloud software company powering social good. Serving the entire social good community—nonprofits, higher education institutions, K-12 schools, healthcare organizations, faith communities, arts and cultural organizations, foundations, companies, and individual change agents—Blackbaud connects and empowers organizations to increase their impact through cloud software, services, data intelligence, and expertise. Learn more at [www.blackbaud.com](http://www.blackbaud.com).