

Raiser's Edge NXT

Smart Cloud Fundraising and Relationship Management for Nonprofits

This is performance and support like you've never seen before.

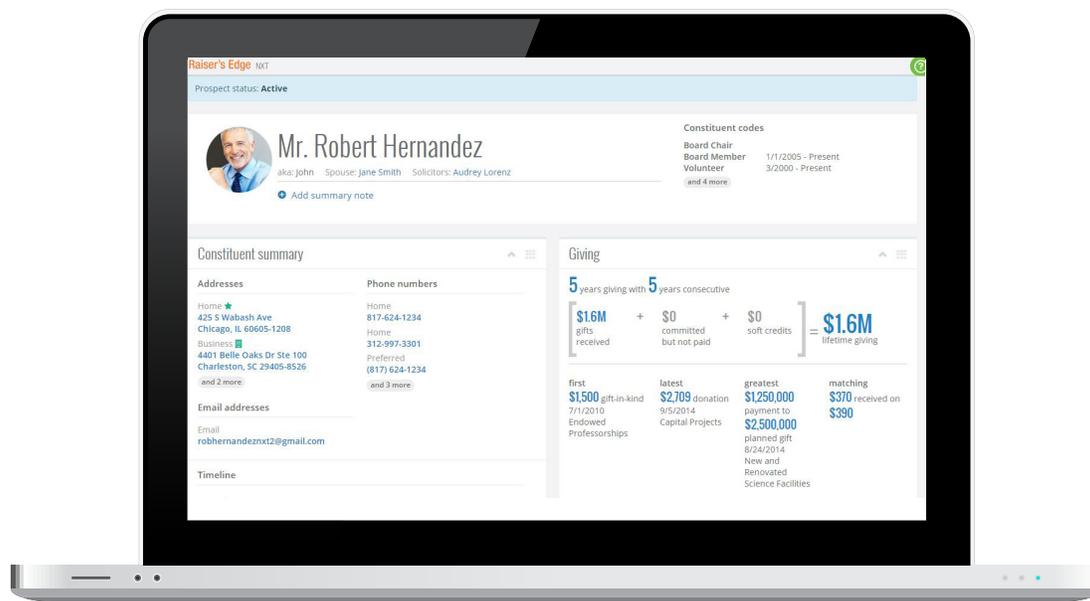
Backed by more than 30 years of research and development, Blackbaud has helped thousands of nonprofits with powerful solutions that help them achieve their purpose. Now, with Blackbaud's NXT solution line, you have access to the industry's most advanced, fully integrated cloud suite designed exclusively for nonprofit organizations. No other nonprofit cloud solution can match the intelligence, accessibility, performance, and user experience the NXT solution line delivers—all with dramatically reduced IT and third-party costs, hassle-free upkeep, complete security, and the world's largest support network.

Discover the only cloud solution custom-built for nonprofits.

Raiser's Edge NXT is the first-of-its-kind cloud fundraising and relationship management solution that's smart, all-inclusive, fully integrated, and built exactly the way nonprofits want it. It is advanced technology that will help you drive new donor revenue, increase existing revenue, and provide nonprofits with an infrastructure to achieve sustainable growth. And it's delivered in Blackbaud's unique open cloud platform—the only fast and secure cloud that truly integrates core solutions and can be extended for the specific needs of nonprofits.

“We recently decided to move from Raiser's Edge™ to Raiser's Edge NXT. There are a couple of driving factors for making this decision. One reason is that we are always looking at our tools to see how they can serve us in the future. Looking forward, this solution will help us to be more effective and efficient. The other reason is that technology is a great resource, and we want to be on the edge of technology. Raiser's Edge NXT allows us to stay on the forefront of what we want to do, which is not only how we do our work, but also how we share with our donors.”

—Matt McBurnie,
VP of Institutional Advancement,
Riverside Healthcare Foundation



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Smart. All-inclusive. Fully integrated on one cloud platform. Raiser's Edge NXT is a fundraising and supporter management solution that provides nonprofits with the infrastructure to achieve sustainable growth.

Drive New Donor Revenue

Raiser's Edge NXT makes it easy to reach prospects, send engaging communications, and increase the likelihood of first-time donations.

- **Data enrichment services** find missing contact information, such as mailing and email addresses, so your organization can reach more prospects.
- **Multichannel communication** including email marketing and direct mail makes it easy to engage with supporters and understand the impact of campaigns.
- **Online and offline giving tools** process payments to drive new revenue from donations, memberships, and events.

Grow Existing Revenue

Raiser's Edge NXT comes standard with the cultivation tools to increase donor retention, upgrade major donors, and empower supporters to raise money on behalf of the organization.

- **Donor retention insight** reveals donors at risk of lapsing and provides the tools to grow recurring donor revenue.
- **Wealth analytics** target top prospects to solicit for major gifts and prioritize the actions needed to increase donor revenue.
- **Crowdfunding and social sharing tools** empower supporters to raise money on behalf of your organization and expand your base of supporters.

Create an Infrastructure for Growth

As a smart, all-inclusive cloud solution, Raiser's Edge NXT provides organizations with one view of performance, backed by world-class customer service with 30 years of expertise in helping nonprofits achieve real outcomes and results.

- **Smart, all-inclusive solution** stores all supporter information to provide one view of relationships and performance across the organization.
- **World-class customer service** guides nonprofits through a proven path to success, based on 30 years of expertise in helping nonprofits to achieve real outcomes and results.
- **Modern cloud platform** delivered by Blackbaud Sky™ creates a scalable, secure, global environment that makes it easy to access information and connect with other solutions.

Skip the learning curve.

As a valued Raiser's Edge™ customer, we want to make the transition easy for you. While Raiser's Edge NXT is built on a new platform, it leverages constituent data stored in your Raiser's Edge database. This means you can **easily transition to Raiser's Edge NXT with zero conversion or functionality loss**. Talk to your account representative today to learn more about how you can be up and running in no time!

To learn more about Raiser's Edge NXT, visit www.blackbaud.com or contact your Blackbaud account representative. ►