

CUSTOMER SPOTLIGHT

Community Home Health & Hospice



“Thanks to Blackbaud Raiser’s Edge NXT, we have been able to pinpoint our most dedicated donors, connect with them on our mission, and secure a million-dollar gift.”



—Rylee Trapp, Donor Relations Coordinator

Community Home Health & Hospice (Community) is a non-profit serving the populations of Southwest Washington since 1977. The organization’s mission is to bring peace of mind to patients and their families by providing compassionate, dignified, collaborative, and patient-focused home healthcare and hospice.

We asked Donor Relations Coordinator Rylee Trapp about the impact of Blackbaud solutions on their fundraising.

Q: What is your favorite feature in Blackbaud Raiser’s Edge NXT?

A: My favorite feature within Blackbaud Raiser’s Edge NXT is the Work Center. The Work Center gives me quick access to the constituents in my portfolio so I can prioritize daily, weekly, and monthly goals. I have access to actions that need attention, recent gifts, constituents who require more attention, and so much more.

Another game changer is the instant access to fundraising reporting. Since I work closely with our marketing manager, it is crucial to have statistics on what’s working and what’s not. Blackbaud Raiser’s Edge NXT provides a quick glance at appeal ROI, retention rates, trends, and the ability to compare previous years while also forecasting for the future.

Community Home Health & Hospice is powered by:

Blackbaud Raiser’s Edge NXT®

Blackbaud Online Express™

Blackbaud Merchant Services™

ResearchPoint™

Blackbaud Peer-to-Peer Fundraising, powered by JustGiving®

Q: How did Blackbaud Raiser's Edge NXT enable you to overcome the challenges of the pandemic?

A: Thanks to Blackbaud Raiser's Edge NXT, we were able to transition to virtual fundraising, utilize peer-to-peer campaigns, and send out emails and appeals. Astoundingly, we were able to secure a \$10,000 gift from an e-communication sent through Blackbaud Raiser's Edge NXT.

Q: How has Blackbaud Raiser's Edge NXT impacted your capital campaign?

A: In October 2020, Community launched a capital campaign to renovate our Longview Hospice Care Center. The care center was built nearly 40 years ago, expanded in 1997, and has not been updated for nearly a quarter of a century. We chose to reinvest in our hospice care center to support Southwest Washington's growing senior population and meet advancements in medical care, security, technology, and infection control. There is no doubt that Blackbaud Raiser's Edge NXT is playing a crucial role in helping us meet our campaign goal. Within eight months of launching, we raised \$1.8 million, bringing us halfway to our goal. Thanks to Blackbaud Raiser's Edge NXT, we have been able to pinpoint our most dedicated donors, connect with them on our mission, and secure a million-dollar gift.



207%

Increase in fundraising with Blackbaud Raiser's Edge NXT



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Donor Relations Coordinator



Rendering shows the planned renovations to the Longview Hospice Care Center.

Q: Tell us about your partnership with Cause and Solution, Inc.

A: Cause and Solution, Inc. has been a huge asset to our non-profit. We began our relationship with them when we needed assistance with our migration to Blackbaud Hosting and Blackbaud Raiser's Edge NXT. Once we were live, they helped us build online donation forms and e-communication lists using Blackbaud Online Express, as well as build Work Center portfolios and moves management process for fundraisers. As a result of this success, we now use Cause and Solution's managed services for help with gift processing, database management, reports, lists, queries, and prospect research. Thanks to Cause and Solution's ability to accurately manage our donor database, we can focus more of our time on building lasting relationships with our constituents.

Find out how Blackbaud Raiser's Edge NXT can improve your fundraising and help you further your mission.

[Learn more](#)



Rylee Trapp

*Donor Relations Coordinator,
Community Home Health
& Hospice*

Before joining Community, Rylee Trapp spent seven years as a medical assistant for a private practice in her hometown. After going through her own personal hospice experience, she followed her passion to connect families with the mission of hospice.



Cause and Solution, Inc. is part of the Blackbaud Partner Network. The full-service firm offers consulting and managed services for fundraising development, project management, system integration and operational and financial management for nonprofits.

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.

