

Blackbaud Raiser's Edge NXT®

A Cloud Fundraising and Supporter Management Platform Built for Social-Good Organizations.

Unite your entire team. Achieve more. Everyone on your team—staff, board members, and your supporters themselves—plays an important role in moving your mission forward. Amplify your collective impact with a collaborative platform designed to empower diverse teams to do their best work.

Raiser's Edge NXT pulls together your processes and people to move your entire mission forward. It is backed by three decades of ideas and best practices collaborated on by the world's best fundraisers, combined with the breadth and depth of data-driven experience only Blackbaud can offer. World-changing social-good organizations of all shapes and sizes are using Raiser's Edge NXT to:



Operate together and maximize efficiency



Attract and engage new supporters



Retain and expand existing donor relationships



Innovate and adapt as they grow

Over 30 Years of Unparalleled Fundraising Expertise

Raiser's Edge NXT is built upon the stable foundation of reliable data and best practices inherent in The Raiser's Edge®, and its constantly-evolving features simply make that data more accessible, actionable, and insightful through a modern and efficient user experience. It includes the trusted functionality your gift processors, power users, and database administrators need to operate, combined with intuitive, flexible stewardship tools to surface the action-triggering insight you need to build and cultivate supporter relationships.

SMART. INTEGRATED. PROVEN.

Raiser's Edge NXT has helped thousands of organizations grow their supporter-base and raise more money for their cause. On average, these organizations have seen:

44% growth in total dollars raised

35% growth in number of donors

48% growth in number of donations

Source: Five-year fundraising performance of all U.S. based organizations on Raiser's Edge NXT

Drive outcomes. Expand your mission.

OPERATE TOGETHER EFFICIENTLY

Unify your team's effort by streamlining data, reporting, and processes with a complete fundraising-specific solution built to set a stable foundation for growth.

- **Unite your team** and operate out of a single solution of truth.
- **Focus on the right tasks** with role-based Work Centers which prioritize your fundraising portfolio.
- Easily **track performance** and **quickly share real-time reports** with the right people.

“Not only does integrating our data in one solution allow us to **work smarter and do our jobs more efficiently**, but we've also eliminated many unnecessary additional steps and manual tasks.”

—Liz Shafer, Accounting and Database Coordinator, Cape Fear Community College

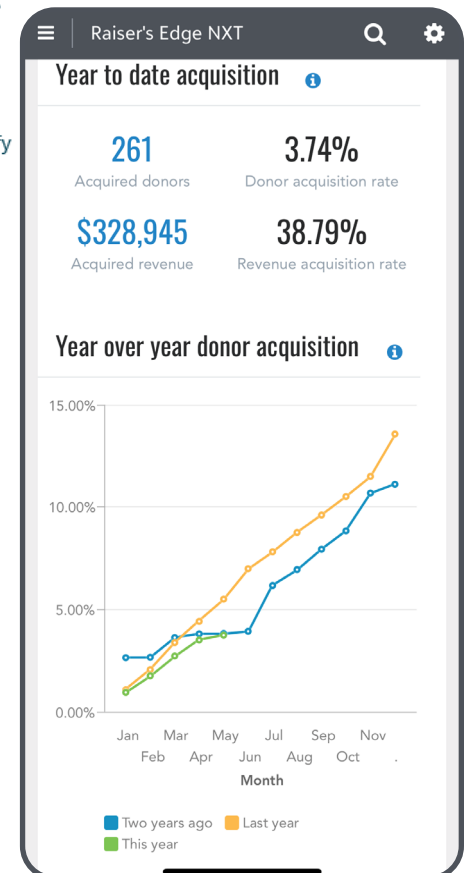
Unite your team.



ATTRACT AND ENGAGE NEW SUPPORTERS

Reach new supporters with wide-reaching communication tools, inspire them to join your cause, and let them spread their passion.

- Engage supporters with **integrated online and offline stewardship tools**.
- Maximize your programming with advanced tools for events and **insightful metrics for unique constituents**.
- Tap into the networks of **your most passionate supporters** with integrated peer-to-peer and crowdfunding tools.



Drive outcomes. Expand your mission.

GROW RELATIONSHIPS WITH YOUR EXISTING SUPPORTERS

Delight and retain supporters by showing them you know them with nuanced relationship insights, industry-leading Data Intelligence, and integrated multi-channel fundraising tools.

- Understand your supporters' **unique relationships with your organization** with a 360-degree view of their activity and touch points.
- **Never lose contact** with your supporters with included Data Enrichment Services and contact appends.
- Recognize and **prioritize major gift potential** with prescriptive, AI-driven recommendations and Suggested Next Ask Amounts.



INNOVATE AND ADAPT AS YOU GROW

Adapt to changing conditions and needs with technology that lets you innovate on the fly and serves as a springboard for growth.

- **Continue using the tools you know** or the preferred tools of your organization through direct, open-API integration with Raiser's Edge NXT.
- **Expand your capabilities** with innovative partner applications—easily accessible in the Blackbaud Marketplace—such as Outlook/Gmail plug-ins and online auction tools.
- Integrate with commercial **plug-and-play solutions** using native connectors or **build custom solutions** using the Blackbaud SKY Developer platform or Microsoft Power Platform.

“Raiser's Edge NXT is so far advanced in terms of how we're able to **quickly access numbers, reporting, donors, and donor patterns**. It's been really nice to see how those donors overlap with past capital campaigns and our annual fund as well—and especially being able to see that story on one screen.”

—Elizabeth Calderon, Assistant Head of School, Mulgrave School

“A lot of my role has been finding ways to connect software so we can **automate and save employees' time**. [The connector between Raiser's Edge NXT and] Power Automate just makes connecting things a lot quicker.”

—Ben Regier, Business Systems Analyst and Software Specialist, Mennonite Church USA



Spend time fundraising, not managing technology.

Rest assured your Blackbaud solutions are supported and prepared with our best-in-class integration, PCI-compliant payment processing, dedicated product developers committed to stability and security, real-time award-winning technical support, and of course, Blackbaud's expertise through leading-edge research, insight, and complimentary webinars.

Raiser's Edge NXT is a holistic solution with online fundraising, analytics, payment support, and training in one subscription price. Get started quickly with minimal upfront investment and a comprehensive, value-packed offer that reduces the need for add-on modules and services.

All subscriptions include:



SOFTWARE

- **Blackbaud Raiser's Edge NXT Web View**
Smart, flexible stewardship tools designed to surface the action-triggering insight you need to build and cultivate supporter relationships
- **Blackbaud Raiser's Edge NXT Database View**
Advanced administrative view for batch-gift tools, compliance settings, and security controls
- **JustGiving® from Blackbaud**
Donor-focused crowdfunding and peer-to-peer tools that empower your supporters to amplify your fundraising by engaging their own personal networks
- **Blackbaud Online Express**
Powerful online fundraising and donation tools to easily create unlimited, flexible donation forms and send and track effective email communications

CORE FUNCTIONALITY

- ✓ Constituent Relationship Management Database
- ✓ Fundraising Work Center and Moves Management
- ✓ Out-of-the-Box Dashboards and Reports
- ✓ Mobile and Web Access
- ✓ Unlimited Users
- ✓ User-specific Security Controls

SUPPORTER AND PROGRAMMING MANAGEMENT

- ✓ Electronic Fund Transfer (EFT) and Recurring Giving
- ✓ Tribute and Memorial Gifts
- ✓ Advanced On-site Event Management Tools
- ✓ Prospect Management
- ✓ Task Sequencing and Automation (Queue)

ONLINE MARKETING AND DONATIONS

- ✓ Embeddable Online Giving Forms
- ✓ Crowdfunding and Peer-to-Peer Tools
- ✓ Payment Processing and Fee Coverage: Donor Cover and Complete Cover™
- ✓ eRecepting and Gift Acknowledgment

DATA INTELLIGENCE

- ✓ Data Health Scorecards
- ✓ AddressFinder™ (NCOALink®)
- ✓ EmailFinder™
- ✓ PhoneFinder™
- ✓ Major Donor Prediction
- ✓ Suggested Next Ask Amounts
- ✓ Wealth Ratings
- ✓ Prescriptive, AI-Driven Identification of Major Giving Potential

EXTENSIBILITY AND SKY API

- ✓ Integration with common third-party solutions (Gmail, Outlook, Office 365, etc.)
- ✓ Curated applications available in the Blackbaud Marketplace
- ✓ No- and low-code DIY customizations via Microsoft Power Platform connectors
- ✓ Completely custom development via the SKY Developer Platform

BLACKBAUD SUPPORT AND SERVICES

- ✓ Online Chat Support
- ✓ On-Demand Recorded Training
- ✓ eLearning Library
- ✓ Online Customer Community
- ✓ Implementation Services
- ✓ Basic Data Conversion

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.

