



blackbaud®

MAJOR GIVING WITH BLACKBAUD RAISER'S EDGE NXT®

A Lookbook for Fundraisers



FUNDRAISING EFFECTIVENESS

Raise more revenue with Blackbaud Raiser's Edge NXT, essential software designed to power the fundraising teams that change the world.

In these next pages, see how organizations of every size and in every sector use Raiser's Edge NXT to drive major giving success!

Identify and engage best-fit prospects to grow major giving pipeline

Ask the right amount of the right donor

Transform major and planned giving programs

Move the needle for every mission with Raiser's Edge NXT!



Fundraising Effectiveness



Located in New Orleans, **The National WWII Museum** is the official museum of the war for the United States, immersing visitors in multimedia experiences that tell the story from the American perspective. The museum is in the midst of a \$400 million capital campaign to quadruple the size of the campus, expand exhibits, establish endowments, and digitize its collection. With Raiser's Edge NXT, fundraisers are able to maintain an accurate account of opportunities, actions, and gift records, **helping the team to secure 15 gifts above \$5 million.**

\$336M

raised for the capital
campaign

31

gifts above \$2M for
capital campaign



Why Raiser's Edge NXT?

It's the gold standard.

Raiser's Edge NXT provides insights into prospective planned-giving donors based on their constituent properties and giving records. It's a nimble system and easy to use from a fundraiser's perspective.

SHELITA BOURGEOIS

CFRE, Director of Development, Planned Giving, Foundations, and Corporate Alliances,
The National World War II Museum



Profiles in Courage

If you survived you were just incredibly lucky, as I was, and I wanted that to be documented. It was our patriotic duty to answer the call and we did. We were just citizen soldiers, hairy-headed college kids thrust into this miraculous position of defending our country and our principles. We had a job to do.

JOHN "LUCKY" LUCKADOO

Last surviving pilot with the 100th Bomb Group of the Eighth Air Force, known as the Bloody Hundredth, featured in the museum's [World War II On Topic](#) podcast series

Fundraising Effectiveness



Offering a safe, friendly place for families to stay together near the medical facility treating their sick or injured child, **Ronald McDonald House Charities Bay Area** has provided \$11 million worth of supportive housing to families with sick children. To fund this critical mission, the development team relies on Raiser's Edge NXT's analytics tools, including ResearchPoint™ for prospect research, **to better identify likely major donors, including one first-time donor who made a \$150,000 gift.**

\$1M
above
fundraising goal

+300%
major gift
revenue

14
new major
gift donors



Why Raiser's Edge NXT?

More money, more mission, more families served

Our use of analytics and Raiser's Edge NXT is making a difference for thousands of families with ill children in the Bay Area. During the scariest time in these families' lives, we've continued to serve them, stronger than ever, and expand programs thanks to our fundraising strength. (We have been able to) leverage analytics in a more structured and strategy-driven way.

BRI SEOANE

Vice President of Development & Strategic Partnerships,

[Ronald McDonald House Charities Bay Area](#)



Comfort in a Time of Crisis

And it's not just the money part but also the people who volunteer their time. They come here and they cook and clean for us. They're amazing. We thank them for everything we have.

HEIDI

Mom of baby Miracle, who needed a liver transplant at 10 months old

Fundraising Effectiveness

LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.

More than 800,000 people depend on the **Los Angeles Regional Food Bank**, including the 1 in 4 children in the region who live with food insecurity. Wealth and modeling insights from Raiser's Edge NXT have guided the food bank's approach to major giving, **allowing the team to secure 11 gifts above the \$1 million mark** and bringing their five-year campaign to a close a full year ahead of schedule.

3K

top major
gift prospects
pinpointed

+450%

major gift
dollars

3

staff positions
added for major
gifts and
planned giving



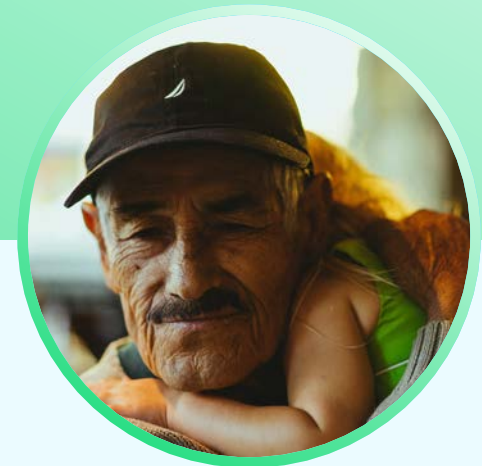
Why Raiser's Edge NXT?

It means a lot more food getting out to the people who need it.

I'm a huge believer in wealth analytics, and I've used Blackbaud products for about 20 years now. Really, the prospects are already there in your database. Wealth screening is a great way to bring the cream to the top.

ROGER CASTLE

Chief Development Officer, [Los Angeles Regional Food Bank](#)



Hard Choices for Basic Necessities

Many of our older clients are on a fixed income. Sometimes they have to make very difficult decisions, such as whether to pay rent or buy food, whether to buy groceries or medicine.

MARITZA HERNANDEZ

Supervisor, CSFP, which provides meals to 28,000 seniors every month

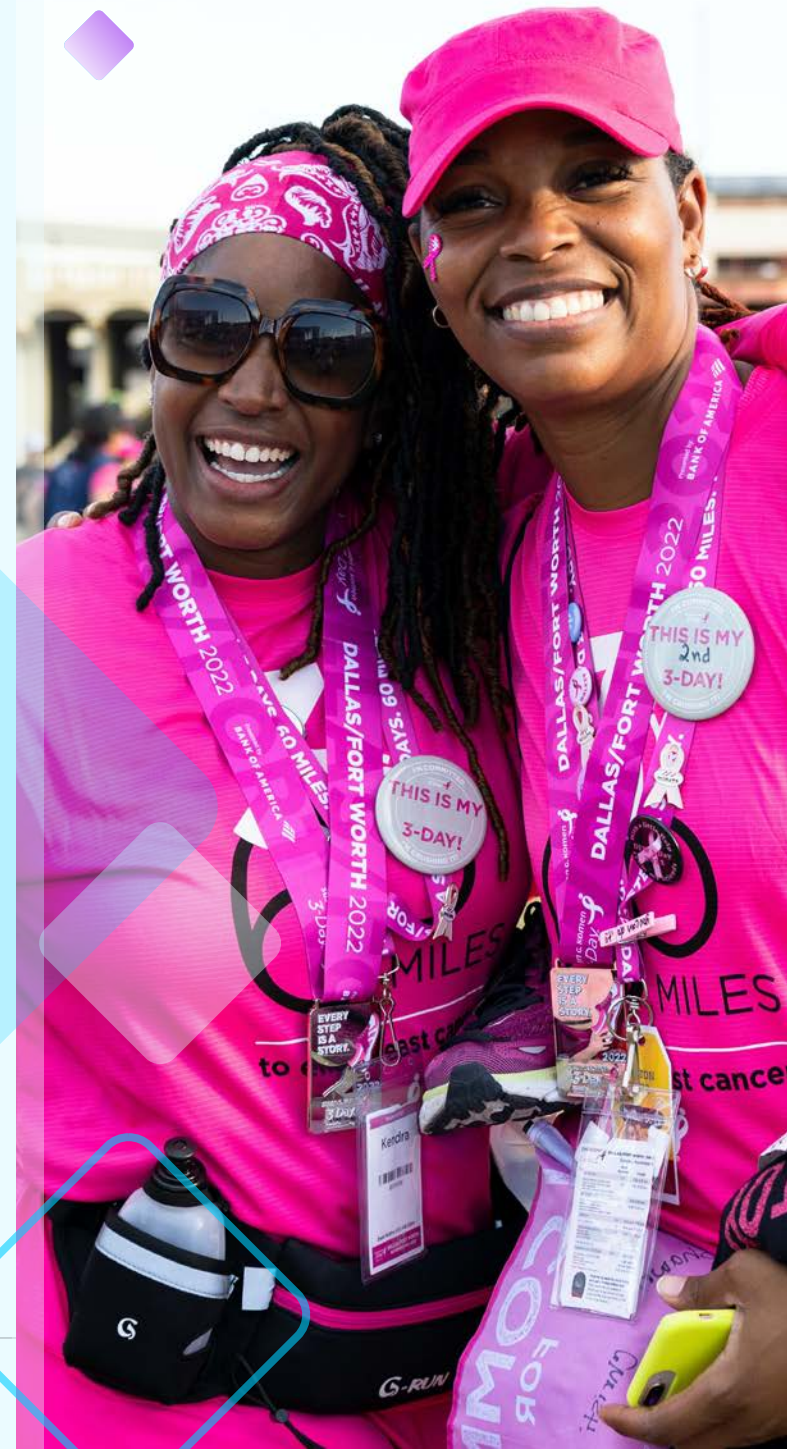
ELEVATED STEWARDSHIP

With the right technology, cultivating long-term relationships for mission support is a science and an art.

Moves management to steward major gifts prospects effectively

Event management and follow-up to cultivate VIPs

AI-assisted identification of likely prospects



+19%

Average increase in major gifts (\$10k+) by organizations using Raiser's Edge NXT



Execute better strategies

It empowers the gift officers to really know their portfolios and make sure they're focused on whom they're soliciting and the pace they're moving donors through the cultivation process.

JENNY ALSTAD

Director of Prospect Management and Research

BUILDING THE PIPELINE

Raised \$6.7 million from a one-day giving event, using Raiser's Edge NXT Insight Designer for reporting



AI Integration with Prospect Insights

I previously had to export my list of prospects and conduct manual research to identify which were the best potential major donors. Prospect Insights really elevates my process and keeps me focused in the best direction possible.

CARRIE FANELLI

Development Director

CAPITAL RESULTS:

Raised \$19.5 million using Prospect Insights and Raiser's Edge NXT to renovate its landmark building, where it serves 1,000+ children and families

Elevated Stewardship



For 130 years in the Hampton Roads region of Virginia, the **Norfolk SPCA** has treated and found loving homes for thousands of animals. To better steward its 18,000+ constituents and identify new ones for its current \$300,000 challenge to fund operations, the nonprofit looks to Raiser's Edge NXT **to find prospects with the highest capacity and propensity to give**, gain insights for moves management, and convert attendees of its popular events into loyal donors.

155

constituent entries
captured from annual
Witches and Whiskers
fundraising event

\$5K

additional major
gift, contributed by
a cultivated planned
gift donor



Why Raiser's Edge NXT?

I know which donor to target for any type of ask.

We always do our best to engage with pet adopters and turn them into donors because they don't realize we're a nonprofit. Raiser's Edge NXT gives us the tools needed to have a better chance at converting these adopters into donors.

CARA OLSEN

Donor Relations, Manager, Norfolk SPCA



Caring for All Animals, No Matter Their Condition or Age

So grateful for Jaydie (formerly Jayden) adopted in January at age 13. We're donating in her honor. Thanks for not giving up on seniors!

CINDY WILLETT SHERWOOD

Adopter turned donor

Elevated Stewardship



A Colorado nonprofit that builds homes for lower-income families, **Fort Collins Habitat for Humanity** uses Raiser's Edge NXT to manage its major gift pipeline and pinpoint the right donor for the right ask. For their 30th Anniversary Matching Gift Campaign, they expected to need five supporters to meet the \$150,000 goal. Instead, the fundraising software **helped them identify two major donors who covered the full amount**, allowing gift officers the opportunity to cultivate the other prospects for lower-tier major gifts.

287

gifts of \$1,000
or more

\$2.9M

total income
in 2022

45%

gifts from
individuals



Why Raiser's Edge NXT?

We are able to see where our donors are already engaged.

Heading into our capital campaign, we needed a more robust major donor pipeline. The access to the analytics and reporting allowed us to build out that pipeline with our current donors by assessing their current giving habits and their capacity to give more.

MARA JOHNSON

Chief Development Officer, [Fort Collins Habitat for Humanity](#)



Making Home Ownership a Reality

I'm overjoyed! Owning a home will provide stability, peace, and happiness. I'm currently renting. Rent takes about 40% of my income, even though I have a great job at UCHHealth. I'm so excited to be participating in building my own home. This will be my forever home.

KAREN

Selected to build and buy her new home in Harmony Cottages

OPERATIONAL INNOVATION

Raise Anchor and Take on Speed

Work more efficiently as a team and achieve velocity toward your goals. Adapt your major gifts program for the future with smarter data, integrations, and automations.

Streamline processes

Achieve a 360° view of performance

Stay more productive from anywhere

Optimize prospecting with artificial intelligence

It's full steam ahead for your empowered, integrated team!



500+ hours saved per year for staff with fundraiser automations in Raiser's Edge NXT

Martlets 

Frees up time for our team

“By cutting out those manual processes, we are cutting out room for error. It makes sure that we are fully accountable.”

CLAIRE DOCTEUR

Processing and Data Officer

PRODUCTIVITY GAINS:

Martlets saves 14 work hours with Blackbaud Merchant Services for payment processing and online donation forms in Raiser's Edge NXT

University of
Kent

Power Automate has been great

“It lets you work directly on the business problem you're trying to solve rather than trying to understand how the APIs you're using work, greatly reducing the amount of time taken to create a solution.”

JAMES JUDSON

Operations Manager—Engagement

AUTOMATION SUCCESS:

The University of Kent team uses Microsoft Power Platform connectors to automate gift acknowledgments and view-only financial reporting

Operational Innovation



Over the last two decades, **The University of Kansas Health System** has built a national reputation for delivering advanced care to communities across the state. To strengthen its major giving pipeline and streamline processes, the fundraising team has leveraged insights from Raiser's Edge NXT to **refocus its efforts on grateful patient fundraising**, adding three new front-line development directors and 1,200 new patient prospects.

\$1.1M
planned giving
commitment from one
grateful patient

\$128M
multiyear campaign
(goal was \$100 million)



Why Raiser's Edge NXT?

We've been able to identify significant funding to benefit the entire health system.

Good data management made the data more accessible so that analysts could focus on the research process and the major gift officers could focus on relationships.

MARCELLA JEWELL

Director of Development Operations, [The University of Kansas Health System](#)



Saving Two Tiny Lives

The way we feel about the doctor, nurses, and staff goes beyond grateful.

They saved our boys' lives.

ASHLEIGH HIPPI

Made a generous [estate gift](#) to the neonatal intensive care unit with her husband Brian, after their premature twins were saved by the Kansas Health System NICU team

Operational Innovation



The San Diego Foundation collaborates with donors, nonprofits, community leaders, and governments to fund initiatives that matter to the region. For example, its support of the Thrive Outside San Diego program has provided access to outdoor experiences for 9,100 at-risk children, including survivors of trauma and those in foster care. To better understand a prospect's philanthropic interest in such programs, the Foundation's development team trusts Raiser's Edge NXT to provide data insights, such as giving history and major gift capacity, while **gaining operational efficiencies, such as a full view of the fundraising workflow.**

\$100M

largest-ever
unrestricted cash gift
to the Foundation

\$100K

130+ major gifts
contributed at or above
this threshold in 2022



Why Raiser's Edge NXT?

We've just scratched the surface.

We were really looking for increased mobile functionality and enhanced productivity for the development team. Our fundraisers exclusively use the Work Center features for their team. The vice president is able to view his staff's actions and opportunities with a quick click of the button. It's very easy and intuitive.

JAMES HOWELL

Vice President, Chief Financial Officer, [San Diego Foundation](#)



Equal Access to the Great Outdoors

We provide a safe space in the outdoors to help them feel like children again. And we do it all outside. It's not in a courtroom. It's not in a therapist's office. It's not over Zoom—it's in these different environments where they can exhale.

ROXANNE AVENT

Executive Director, Urban Surf 4 Kids, part of the Thrive Outside San Diego program

Operational Innovation



GRAND CANYON CONSERVANCY

One of the most iconic national parks in the United States and a UNESCO World Heritage Site, Grand Canyon National Park was created in 1919 and the **Grand Canyon Conservancy** to protect it was founded in 1932. The Conservancy focuses on preserving wildlife and ecosystems, honoring the canyon's cultural history, and enriching the experience for the 6 million people who visit every year. The Conservancy is streamlining its major gifts fundraising with Raiser's Edge NXT, **using embedded artificial intelligence to make smarter predictions** and pinpoint more educated asks of likely major gift prospects.

Contributions & Grants

+144%

\$2.92M

2020

\$7.12M

2021



Why Raiser's Edge NXT?

It's the center of our team's work.

We're able to take the data we've tracked and show it to leadership, to explain to people who are not fundraisers what philanthropy looks like and what we are doing. Using data in a strategic way helps us save time and money that can go back to support our mission.

CASSIE CHILCUTT

Prospect Research Manager, [Grand Canyon Conservancy](#)



Drawing Closer to the Canyon

There was a moment—I think on the Tonto Trail—when we both realized we had gone from standing apart from the canyon to just this profound sense of being a part of the canyon. The canyon doesn't care how old we are; it invites us to come and build more stories within it.

LINDA SHADIOW

Completed the rim-to-rim hike for the third time the year she and her husband Bob turned 70; they have included the Conservancy in their will

Blackbaud is fully invested in building essential software for the social impact space. We are building tools and providing deep insight so customers can push higher, move faster, and go further to accelerate and scale impact.

SUDIP DATTA

Chief Product Officer, Blackbaud

[Learn more](#)