Blackbaud CRM™ supports the sophisticated fundraising programs of large to enterprise-level nonprofit organizations.

Nonprofits face a variety of fundraising challenges, such as identifying and cultivating prospects, increasing stewardship, strengthening donor relationships, and improving donor retention. As fundraising programs grow in sophistication, organizations need a flexible, scalable, and secure CRM solution to address its unique needs of complex gift vehicles, gift processes, and business workflows.

Blackbaud CRM defines and streamlines the process of cultivating relationships.

Only Blackbaud CRM combines Blackbaud’s depth of experience in fundraising with a complete CRM solution. The result helps organizations grow fundraising programs through targeted prospect identification, flexible and strategic organization-wide cultivation plans, and automated stewardship programs. In addition to building deeper and more personalized constituent relationships, Blackbaud CRM’s robust prospect management capabilities allow you to increase donor retention and improve campaign results by ensuring you reach the right prospects, at the right time, with the right message.

• Enable Sophisticated Fundraising
  Manage multiple fundraising teams and define responsibilities for solicitation and stewardship of constituents and multi-dimensional relationships across disparate chapters, field offices, and programs.

• Execute Successful Moves Management Programs
  Improve fundraising results and oversee your donor cultivation with comprehensive moves management and lifecycle management tools.

Blackbaud’s depth of experience with nonprofits gave its CRM product a distinct advantage over others we evaluated. The built-in functionality is geared toward a best-practice fundraising shop. Now that we’re ‘live’ on Blackbaud CRM, our major gift officers can easily view their prospect portfolios and manage next steps.

— David Rubin, Director of Development Services, Legacy Health
Reach your best prospects with accuracy and confidence.

It takes precision and the best data available to build a winning fundraising strategy. Blackbaud CRM features best-in-class prospect research tools that can enable your organization to build in-depth profiles of gift prospects, including analytics offerings that provide guidance around a prospect’s propensity and affinity to give. These tools help your organization prioritize donors and successfully move them through their donor lifecycles to a major gift.

Only Target Analytics® offers research solutions that help you gain insight by combining the comprehensive wealth, charitable giving information, and predictive analytics scores of ResearchPoint™ directly within Blackbaud CRM.

- **Identify Your Best Prospects**
  Leverage ResearchPoint to identify prospect wealth, liquidity, connections, and philanthropic affinity. Remove the guesswork from fundraising with predictive models that identify and prioritize your best prospects across programs.

- **Make Data Actionable with Prospect Management**
  Utilize Blackbaud CRM’s prospect management tools to evaluate, segment, assign and manage your identified prospects with confidence.

- **Replenish Your Donor Pool**
  Find new high-value donors and increase your response rates on campaigns with the ResearchPoint Prospect database.

- **Learn How Your Organization Measures Up**
  Use Target Analytics’ benchmarking tools to help optimize strategy and tactics, share information across your organization, understand how your performance compares to your nonprofit peers, and ultimately raise more money to support your mission.