

WHY FUNDRAISERS WANT RAISER'S EDGE NXT

WHY FUNDRAISERS WANT RAISER'S EDGE NXT[™]

Fundraisers spend 3 minutes looking at the new Raiser's Edge NXT and they want it! You will, too. Why?

It was designed, from Day 1, to meet the needs of fundraisers. It's great looking and has features like built-in Tags for prospects, mobile access from any device, and a work center filled with the lists and reports fundraisers need. It was designed with the needs and wants of fundraisers in mind.

IT'S BEAUTIFUL LOOKING AND MODERN.

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Blackbaud has designed Raiser's Edge NXT for the cloud, using brand-new design and state-of-the-art look and feel. It just looks good and is easy to navigate.

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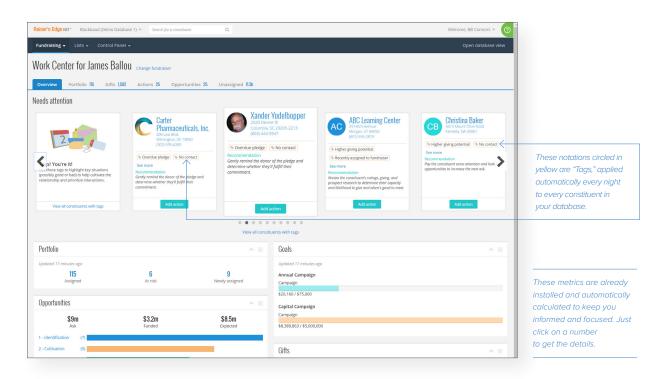
IT'S A LOT EASIER TO USE.

It's easy to log into. It's way more intuitive. There are fewer fields, none of the tabs from the '90s, greater focus on what you really need without a lot of unnecessary complexity.

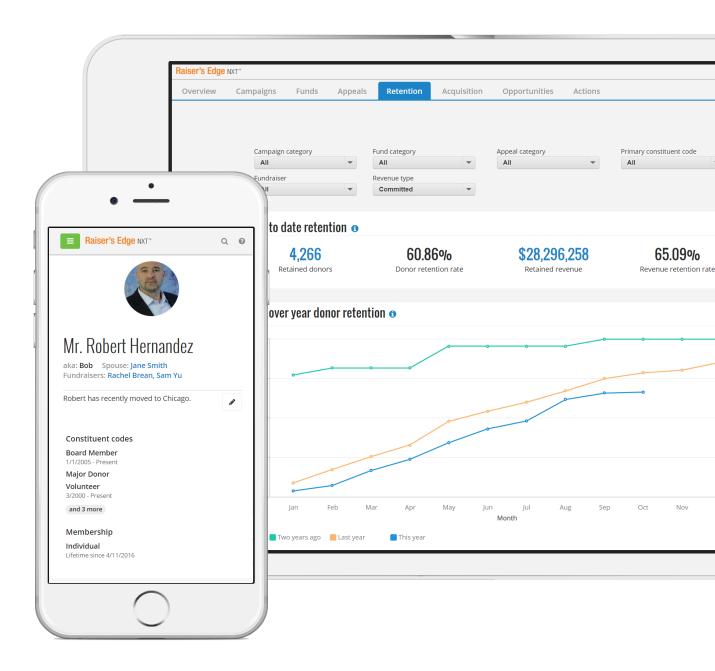
For example, in this action (a phone call, meeting, etc.), there are a lot fewer fields—just the important ones are here. There are no tabs, and entering a note is simple: There's a white box to type your notes into, that's it. And if you add the action on your smartphone, you can simply dictate the note right into the database by speaking into your phone!

IT DOES A LOT OF THE DATABASE WORK FOR YOU SO YOU CAN FOCUS ON FUNDRAISING.

Here are two great examples. First, there's the new concept of Tags. Tags are automatically calculated every night—no decision-making on your part, no setup or maintenance on the part of your database administrator. Each time you log in, Tags let you know who in your portfolio has recently given, has a birthday coming, has a past due pledge, hasn't been contacted in a while, hasn't given in a while, and so forth. Automatically. You go live on Day 1, and the next morning Raiser's Edge NXT has tagged all your constituents.



Second, the Overview you see here is automatically set up and ready to go. You don't need a consultant, you don't need to do research, no one needs to attend hours of training...the reports are automatically included, automatically set up, and automatically run. Boom, the data you are looking for is just right there. Blackbaud has been in this business for 35 years and has thousands of organizations using Raiser's Edge—they know what kinds of information fundraisers want to see and have just built them right into the program.



IT CAN BE ACCESSED ANY TIME, FROM ANYWHERE, ON ANY DEVICE.

There is no software to install to run Raiser's Edge NXT. None. You use whatever browser you want and an Internet connection and you're good. Your work computer and your home computer. Windows® or Apple®. Tablets. Smartphones, whether Android[™] or iPhone®, on Wi-Fi or your cell data connection. 2 pm, 2 am, Wednesday or Sunday—24 hours a day, 7 days a week. And when you're on the road using a hotel computer, a friend's computer, even a prospect's computer, no problem at all—just go to Blackbaud.com and log in to your data.

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•	RB	Rodney Barlow 214 Whitney Avenue Columbia, SC 29212 (803) 555-0087	J <mark>ames Ballou</mark> (Campaign)	Major Donor	\$15.2k	\$1,000 recurring gift payment 4/1/2012 Computer	\$1,000 recurring gift payment 4/1/2016 Computer	\$2,709 donation 9/5/2014 Capital Projects	Meeting - Fa Meeting 6/10/2016 Ja <6/14/2016 See more	✓ Ratings	aracteristics elds

NO MORE SPREADSHEETS THAT ARE OUT OF DATE, OUT OF SYNC WITH YOUR DATABASE, AND HAVE 89 COLUMNS.

Yes, looking at your data in a spreadsheet format can be helpful, but the data is out of date as soon as it's exported. So Raiser's Edge NXT has Lists that look like a spreadsheet but are a thousand times better. Why?

The data is correct and current because you're in the database. The data is presented intelligently, such as a whole address in one column (and when you click on it, it takes you to Google Maps[™] to show you where it is, what it looks like, and how to get there). Gift information, such as for first, latest and greatest, and last and next actions, are logically grouped together, not separated in 89 columns of information.

Need more detail on anything? Just click on it! Can't do that in Excel.

Add, move and remove columns and sort with simple clicks of the mouse No fancy Excel knowledge required.

And no custom reports required to try to mimic this yourself **Raiser's Edge NXT just does it for you.**

Filter the list using the same easy type of checkboxes you use when shopping online, such as on Amazon.com or when buying an airplane ticket. With just a few clicks to get what you want, you can make filtered lists without having to be a query expert. Tired of waiting for the information you need?

> Your database administrator works hard, but there are only so many hours in the day. Blackbaud built Raiser's Edge NXT to do a number of things automatically for you.

Waiting for a report? A list of constituents? Who gave so you can call them? How much money have you raised? What are your retention and acquisition metrics?

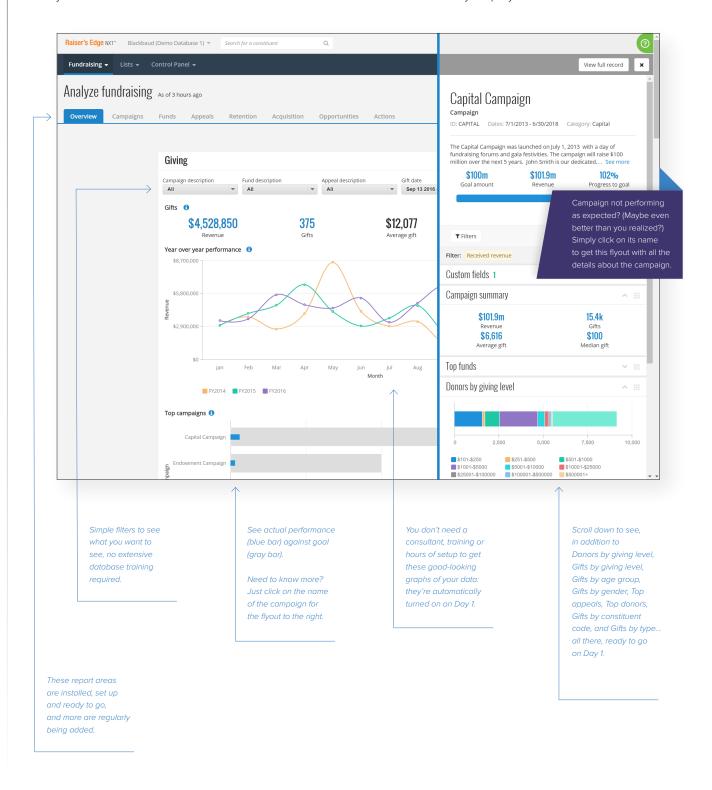
Hourly and nightly, Raiser's Edge NXT is automatically processing your data for you...

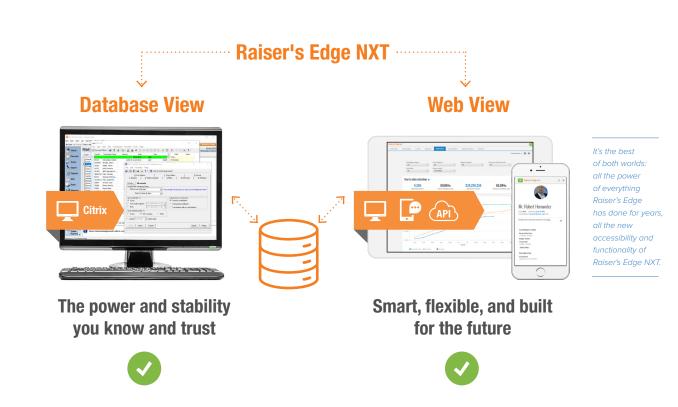
> No other company even comes close to the depth and breadth of experience with fundraisers. Now, that deep and broad knowledge of what fundraisers need to know to do their jobs is just "baked into" Raiser's Edge NXT. The system does so many things for you without the setup, maintenance and distribution of your database administrator, letting your DBA work on other pressing projects for you instead.

Donors, prospects, tags, reports, dashboards, metrics, key performance indicators, analytics...

REPORTING BUILT IN, SET UP, AND READY TO GO.

You don't have to figure out what reports you need. You don't have to wait for your database administrator to figure it out and set it up. They are already set up and will automatically be there the first day you log in. Raiser's Edge NXT reports aren't just black text on white paper: They include colorful, helpful charts and graphs. When you want to know where a total came from, such as how much has been raised, just click on the item or number and the details behind it are immediately displayed.





THERE'S NO RISK MOVING TO RAISER'S EDGE NXT FROM RAISER'S EDGE 7. YOU GET THE BENEFITS WITHOUT THE RISKS HISTORICALLY ASSOCIATED WITH MOVING TO NEW SOFTWARE.

This is a whole new way of moving to a new version of software. While Raiser's Edge NXT will eventually replace Raiser's Edge 7, right now it works with it.

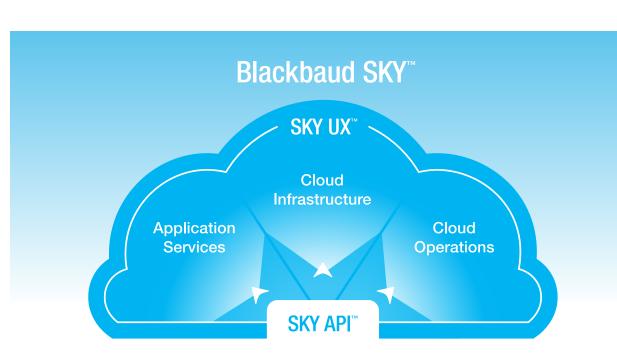
Without getting technical, what does that mean for you as a fundraiser and for your team?

- No conversion, at all.
- There isn't even any syncing setup, no connector, nothing you need to do to make your data accessible from both views.
- Move to new features in Raiser's Edge NXT when you're ready, there's no big implementation project.
- No risk, no loss of functionality—all you can do now in Raiser's Edge 7 you can still do, plus you can do what Raiser's Edge NXT does that Raiser's Edge 7 doesn't.
- You're not "testing" or "debugging" the new version—this is a whole new way of releasing software. There are already thousands of organizations using Raiser's Edge NXT since it was released in June of 2015, and if there were any problems (there hasn't been a single notable issue), again, you can always use Raiser's Edge 7 to do what you need, when you need.

- 1. Raiser's Edge NXT includes the ability to send mass emails directly from your database, no back-and-forth with other email programs.
- 2. Raiser's Edge NXT includes the ability to get online donations that download directly into Raiser's Edge.
- 3. Raiser's Edge NXT includes quarterly address updates, and for most organizations includes annual email and phone updates as well.
- Raiser's Edge NXT automatically includes ratings for giving capacity, inclination, and wealth information
 —and then updates them automatically. Day 1 your database is live, that night Raiser's Edge NXT
 analyzes everyone in it, and on Day 2 you have this information for all the people in your database.

And all of this, and additional things like this, are included.

Constituent summary		Ratings		∧ 0 ⊞
Update contact information -	Include inactive	NXT Ratings () last updated 9/26/2016		Raiser's Edge N
Addresses Home 🛊 425 S Wabash Ave 425 S Wabash Ave 425 S Wabash Ave 420 Belle Oaks Dr 5te 100 Charleston, SC 29405-8526 and 2 more	Phone numbers Home (817) 624-1234 Home (312) 997-3301 Pf Merred (817) 624-1234 and 2 more	★★★☆ Overall wealth rating Major Suggested donor type 10 custom ratings	\$10m - \$24.9m Estimated assets \$5,001 - \$10k Next ask amount	alser's Lugen is more than "ju Raiser's Edge: as illustrated he data appends and analytics ar included as we
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Nov Dec Jan Feb Mar 2016	Apr May Jun Jul Aug Sep Oct 🕨	\$100,001 - \$200,000 Annual Gi 8/26/2006 Source: Blackbaud Analytics - WP	iving Capacity - WP	
Quarterly address updates are included with Raiser's Edge NXT.	With the Essentials and Pro packages for Raiser's Edge NXT, annual phone and email appends are included.	NXT Ratings are included, added nightly to new and updated individuals, and regularly updated.		



RAISER'S EDGE NXT USES THE ABSOLUTE STATE-OF-THE-ART TECHNOLOGY BUT YOU DON'T HAVE TO BE A COMPUTER GEEK TO USE OR APPRECIATE IT.

Blackbaud SKY is a set of capabilities making available a modern, integrated and open cloud. What does that really mean for users of Raiser's Edge NXT? In a nutshell, speed, security and innovation at your fingertips. New features are delivered quickly and seamlessly; data is integrated so you have intelligence on which to act; the solution is flexible so your unique needs can be addressed; and the user experience is mobile (your team can use it any time, anywhere).

No more upgrades, backups, servers... Blackbaud takes care of all the technology for you and your team.

Blackbaud uses Amazon[®] and Microsoft[®] technology to store your data, so it's as secure as it possibly can be, certainly more so than any nonprofit or educational institution can afford to do themselves.

You're a fundraiser? Can you...

Easily access your data any time, anywhere, on any device, such as your smart phone or home computer?

Get and manage lists of prospects and donors on your own, with up-to-the-minute accuracy, without having to become a database expert? See how your team is performing, what your retention rate is, who recently gave, what major asks are in the pipeline?

Blackbaud built Raiser's Edge NXT first and foremost with fundraisers in mind to help fundraisers get done what fundraisers do. Raiser's Edge NXT does all this and so much more, with even more being released every few weeks.

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RAISER'S EDGE NXT STILL INCLUDES THE GREAT FUNCTIONALITY THAT ALLOWS YOUR GIFT PROCESSORS, POWER USERS AND DATABASE ADMINISTRATOR TO GET DONE WHAT YOU NEED THEM TO DO.

We're focusing here on how Raiser's Edge NXT works so much better for you as a fundraiser. But let's face it, you still need your support staff to support you. To get gifts in quickly and correctly. To get thank-you letters out in a timely yet efficient manner. To get mailing files generated for the right people and organizations, with the right addresses, in the right format...in a rapid manner to your mail house.

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75258	Sadler, Harris	\$125.00	10/25/2016	Cash	Gala	Not Posted	Events 201	ID	52365
16325	AAA Concrete	\$100.00	10/25/2016	Cash	Building	Not Posted	Annual Car		. 8328 Chalm
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16564	processing. All of this capability still exists for a best-in-class gift processing experience so you can thank and receipt your				Building	Not Posted	Annual Car	Phone type 1	Home

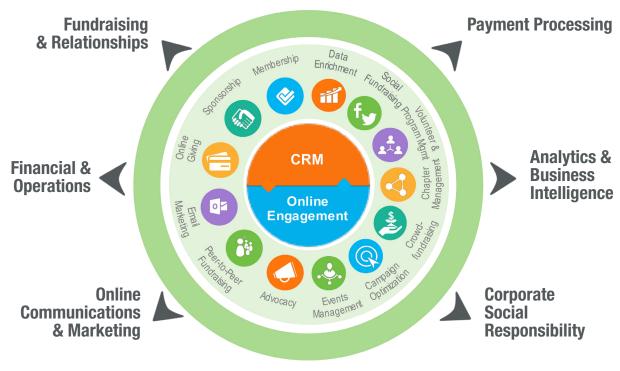
Gift processors love Raiser's Edge gift entry in Batch, and they still have it. Power users and database staff who have worked with Raiser's Edge know the power of the built-in tools of Query, Mail, Export, Global Changes, and so forth to get your office's work done right and quickly...without requiring a master's degree in IT.

Automation anyone?

A database isn't for putting data in, it's for getting it out! Raiser's Edge NXT still has the powerful, widely used tools of Query, Mail, Export, Reports, Administration and others. Your users can support you as they have been while also giving fundraisers easy tools to access the data they care about.

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BLACKBAUD SERVES THE ENTIRE SOCIAL GOOD COMMUNITY.



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RAISER'S EDGE NXT IS THE BEST FUNDRAISING SOFTWARE ON THE MARKET BACKED BY A SOLID COMPANY SOLELY FOCUSED ON THE NONPROFIT COMMUNITY.

Blackbaud has been in business since 1981. It's the largest company in the marketplace, by far, dedicated exclusively to the social good community. There are over 3,000 employees working exclusively on the nonprofit and educational community's software and data needs. Blackbaud's industry-leading customer support team of hundreds is only a chat away, now accessible right from the software. Blackbaud has solid financials, performs well in the stock market, has executive leadership with a long history of experience... it's a company that's lasted and will be there to support you for the long haul.

For these reasons, and many, many more, fundraisers want Raiser's Edge NXT as soon as they see it and understand all it can do for them. This is fundraising software written from the ground up to be used by fundraisers. To make your job easier and to make it more fun!

It comes down to this:

Look at Raiser's Edge NXT

Spend 3 or 13 or 30 minutes just going through the software and see for yourself. It's truly a revolutionary game changer in the fundraising field. Once you take a look, you will want Raiser's Edge NXT, too.

ABOUT THE AUTHOR.

Bill Connors, CFRE, bCRE-Pro, is author of *Fundraising with The Raiser's Edge: A Non-Technical Guide* (Wiley, 2010). He is an independent consultant and trainer on the Blackbaud fundraising software Raiser's Edge NXT and The Raiser's Edge version 7.

Bill has been working with Blackbaud on Raiser's Edge NXT since February 2014; has helped over two dozen clients evaluate Raiser's Edge NXT; implemented it for a local social services agency as their interim database administrator; has a number of clients using it; and has spoken about it all over North America.

Until 2005, Bill was Principal Consultant for Fundraising Systems for Blackbaud, having helped found the Blackbaud consulting program in 1998. He has been providing consulting and training on Raiser's Edge in the United States, Canada, the United Kingdom, and Europe since 1995. He previously served as Senior Consultant for Fundraising Technology for Brakeley, Ltd., a London fundraising consulting firm. Having spent his entire career in nonprofit work, Bill also worked for Junior Achievement as the Director of Development in Arizona and as Director of Field IT for the national headquarters, overseeing the roll-out of The Raiser's Edge in the field offices.

Bill is an honors graduate of Yale University with a master's degree fromBrigham Young University. He previously served on the board of theAssociation of Fundraising Professionals Golden Gate Chapter.Bill lives in San Francisco and loves sweets...ice cream especially.





Questions?

More information such as videos, webinars, the opportunity to see the software, and additional white papers are available.

Contact

www.billconnors.com www.blackbaud.com/nx[.] www.blackbaud.com