

# Blackbaud TeamRaiser®

## Turning Your Passionate Supporters into Fundraising Rockstars

Canadians are exceptional peer-to-peer fundraisers who, according to our annual Peer-to-Peer Fundraising Study, outperform their U.S. counterparts in most individual fundraising categories for 5K, walk, and cycle events. Find out why Canadians do so well and why so many charities use Blackbaud TeamRaiser to engage and empower their supporters to fundraise on their behalf.

### Maximize participant fundraising.

Blackbaud TeamRaiser is designed to make online fundraising easy and effective for your participants, with the tools that novice and expert fundraisers need to reach their goals.

Supporters can register for your event, create online donation pages, send custom email solicitations, process donations instantly, and thank donors with individual acknowledgments. With automated coaching and preloaded templates, individuals and teams can immediately hit the ground running with recruitment and fundraising activities. You'll be able to drive actions with time-triggered messages that suggest next steps and motivate participants to keep going.

### Build participant loyalty.

Blackbaud TeamRaiser helps you keep supporters engaged beyond the event with robust capabilities that encourage year-round support.

Social insight from Blackbaud Attentive.ly™ allows you to identify influencers who can help spread the word about your event during recruitment. With advanced marketing tools for segmentation, you can tailor messages and communicate more effectively with fundraisers. You can also streamline the way you cultivate relationships with new supporters by capturing critical information and automating follow up.

Blackbaud TeamRaiser's retention features enable you and your participants to fundraise more efficiently without starting over for every new event. Returning participants will already know the drill and can pick up right where they left off with their customized personal fundraising pages, address books, and donor lists intact.

“TeamRaiser is donor-centric, user-friendly, and easily accessible for our donors. Most importantly, it caters to our large scope of events—from an event as small as a lemonade stand to an event as large as a mass community event.”

—Miriam Myers,  
Associate Director  
of Community Initiatives,  
Trillium Health Partners Foundation

## Operate more efficiently.

Blackbaud TeamRaiser® comes with time-saving administrative tools, including automation and reporting, so you can be smarter with limited staff resources.

You can push the boundaries of the traditional run, walk, or ride events with endless configuration options and open APIs that help you design your campaign in line with your organization's needs and goals. The blueprinting and copying capabilities allow administrators to easily recreate events or share them with affiliates.

Integration with Blackbaud Raiser's Edge NXT®, the industry-leading donor management system, allows you to capture all data in a central system to get the full picture of your constituent activity. With easy access to your data, benchmark reports, and peer-to-peer experts, you can identify growth opportunities for your program and make data-driven decisions on the fly.

We help pave your path to fundraising success with top-notch support and numerous free resources. Our Customer Success Team will guide you along the way with best practices and resources to succeed.

## Key Benefits

- ✓ **Participant Centre**  
Provide your event participants with step-by-step guidance, including helpful hints, news, and key dates on their own personalized fundraising site. Built-in email and social sharing make it easy to reach out to supporter networks.
- ✓ **Customizable Personal Page**  
Fundraisers can share their personal story, set goals, and track progress.
- ✓ **CRA-Compliant Receipting**  
Deliver a complete view of participant donations, and easily issue CRA-compliant tax receipts.
- ✓ **Gamification**  
Motivate your participants to higher levels of action with behaviour-based badges for fundraising milestones that can be shared directly on their page. The leaderboards update as donations come in, making it easy to keep an eye on the "competition."
- ✓ **Advanced Marketing Tools**  
Track email metrics, like opens and click-throughs. Use segmentation to send targeted messages to improve engagement.
- ✓ **Automated Coaching**  
Lead your fundraisers down the best path with messages that are personal, timely, and relevant. Send emails that are triggered by a certain action, such as registering, reaching a goal, or donating.
- ✓ **Reporting**  
A combination of standard and custom reports enable event managers to stay up to date on fundraising performance, so they can take action.

[Watch a demo](#)

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### About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, healthcare institutions, and the individual change agents who support them.

