

## CUSTOMER SPOTLIGHT

## North Texas Food Bank



“By using (JustGiving from Blackbaud), we are engaging existing donors and bringing in new supporters. This type of networking and fundraising is incredibly powerful and supports relationship-building.”

”

—Lexi Kay, Annual Campaign Manager

## North Texas Food Bank Taps Peer-to-Peer Fundraising Power

North Texas Food Bank (NTFB) faced more demand for food than ever when the COVID-19 crisis spiked, making donations critical. As the food bank sought to nourish its bustling 13-county area, it also adapted to social distancing norms for volunteers and steered supporters to become virtual fundraisers, tapping into the abilities of JustGiving® from Blackbaud®. Annual Campaign Manager Lexi Kay explains how NTFB virtual supporters raised \$57,000 in the first eight weeks with this flexible, donor-focused peer-to-peer solution.

**Q:** What attracted you to adopt JustGiving from Blackbaud as part of your fundraising strategies?

**A:** During this critical time, our supporters are looking for ways to give back and make an immediate impact. Since hosting food drives are typically a volunteer opportunity, the pandemic makes this difficult. So, we created a Virtual Food Drive campaign through JustGiving. This allows our donors to fundraise with their peers and raise funds when they are needed most.

North Texas Food Bank is powered by Blackbaud solutions for:

- ✓ Peer-to-peer fundraising
- ✓ Fundraising and relationship management
- ✓ Merchant services
- ✓ Marketing

Q: What aspects of JustGiving have you found valuable?

A: Through JustGiving, our supporters can customize their campaign and their page to their liking. This allows them to connect their own beliefs to our mission and their personal fundraising pages become a way for them to express their story to others. It generates brand awareness and allows new supporters to get connected to the important work we do at the North Texas Food Bank.

Q: Speak to the value of your supporters pointing others to your cause.

A: By using JustGiving, we are engaging existing donors and bringing in new supporters. This type of networking and fundraising is incredibly powerful and supports relationship-building. When new fundraising pages are set up, we reach out to cheer them on and help get them started. Having that personal connection is important to us at the North Texas Food Bank. Every gift makes a difference.



“When new fundraising pages are set up, we reach out to cheer them on and help get them started. Having that personal connection is important to us at the North Texas Food Bank.”

—Lexi Kay, Annual Campaign Manager

Q: Tell us more about some of your successful virtual fundraisers.

A: Tech Mahindra, a global company with an office in Plano, Texas, is partnering with the North Texas Food Bank to raise funds and provide positivity during this difficult time we are facing. Their initial goal was \$10,000, and by the end of April, they had surpassed their new goal of \$20,000.

Amy Abney with AKA Photography launched a Front Steps Project Virtual Fundraiser, in which she is photographing family photo sessions and collecting donations for the North Texas Food Bank. She has raised more than \$11,000.

Q: Talk about ease and flexibility of JustGiving and how it integrates with Blackbaud Raiser's Edge NXT.

A: JustGiving is an easy-to-use platform that makes for strong peer-to-peer campaigns, turning supporters into champions of our mission. Donations easily integrate with our Blackbaud Raiser's Edge NXT database to provide a seamless experience overall.



**\$57K**

With JustGiving from Blackbaud, NTFB supporters raised \$57,000 in the first eight weeks, including more than \$20,000 raised by employees of a tech company, and more than \$11,000 raised by a local photographer.

Raise more money and reach new supporters with JustGiving.

[Learn more](#)



**Lexi Kay** | *Annual Campaign Manager*

Lexi Kay oversees North Texas Food Bank's integrated annual marketing campaign including digital marketing, direct mail fundraising, and utilization of social media. Prior to relocating to Texas in 2018, she was marketing and communications manager at Habitat for Humanity in Orlando, Florida.

#### About Blackbaud

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