



CUSTOMER SPOTLIGHT JUSTICE



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—Samantha Burrige, Director of Operations

JUSTICE is an all-party law reform and human rights organisation, working to strengthen the justice system in the United Kingdom. The charity works on an all-party basis, seeking to inform debate, frame issues and influence decision-makers from across the political spectrum.

The charity’s vision is of fair, accessible and efficient legal processes, in which the individual’s rights are protected, and which reflect the country’s international reputation for upholding and promoting the rule of law. Staff at JUSTICE work to achieve this vision by providing evidence based analysis and proposing practical solutions to law-makers, judges and relevant public servants.

When did you upgrade to Raiser’s Edge NXT?

“We upgraded just over a year ago as we had stepped up our fundraising efforts and wanted better ways to monitor our progress and keep track of prospects.

“Our Blackbaud Account Manager spoke to us about NXT and we were amazed at the difference from the old version! It looked so clean and new, and after the demo we couldn’t wait to get started!”

JUSTICE is powered by

- Raiser’s Edge NXT™
- Blackbaud Online Express™
- Blackbaud NetCommunity™

How are you finding Raiser's Edge NXT after a year?

"To be perfectly honest, it's completely revolutionised the way we work!

"We have found that staff use NXT much more than they would Raiser's Edge and having unlimited licences makes it much more accessible. In fact, everyone in the organisation who uses NXT really likes it. We can encourage all relevant members of staff to use it, as you don't really need to have a lot of database knowledge to do so. This is fantastic for building up a complete picture of our supporters.

"It also means we're saving a lot of time in our day to day tasks, and we just love being able to see results of our campaigns and appeals at a glance. At any time we can see where we are against our target for the year, without having to go trawling through spreadsheets."

Are there any other specific features you like?

"I really like how we can access NXT on our phones when we're out and about. We run quite a few member events, and we always get people turning up who aren't on our delegate list. Before we had NXT we had no way of checking this, so would have to take their word for it that they had registered or were members. But now we can easily access NXT there and then to check if they're a member. If they're not, we can ask them to sign up at the event, so it's helping us to generate revenue we might otherwise have missed out on."

How have you found working with the staff at Blackbaud?

"The staff at Blackbaud are always really helpful and friendly, particularly our Account Manager, who is very knowledgeable about the product. I particularly love that the majority of staff have been with Blackbaud for a long time; it shows the company has a real commitment to sector.

"We feel very comfortable working with Blackbaud and we're excited for the future with NXT!"

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