

Bradley University

Institution Type: 4-year Private Institution

Institution Size: 5,000 – 6,000 Undergraduate Students

CHALLENGE: To raise funds for students, strengthen relationships with donors, and maintain business continuity across campus.

Amidst COVID-19, [Bradley University](#) relied on its cloud-based fundraising and relationship management solution to raise funds from donors to aid affected students and hold its #BravesTakeCare annual day of giving as planned. With Blackbaud Raiser’s Edge NXT™, the advancement team was able to engage donors, support gift officer activities, update donor information, process gifts, and track campaign activity as well as provide real-time reporting for leadership while working remotely.

RESULTS:

- Raised over \$400,000 from more than 451 donors during its #BravesTakeCare annual day of giving campaign to help students with immediate needs.
- Established a foundation for the future that accounts for unexpected changes like transitioning to an online learning environment to ensure the success of Bradley and its students.

Bradley University is powered by Blackbaud solutions for:

- ✓ Data enrichment services
- ✓ Fund accounting
- ✓ Fundraising and relationship management
- ✓ Marketing and engagement
- ✓ Payment services
- ✓ Peer-to-peer fundraising



“If it weren’t for Blackbaud Raiser’s Edge NXT and the support of Blackbaud, we would not have been able to process gifts and update constituent records effectively during COVID-19. Our development officers were able to still engage donors and solicit funds for our #BravesTakeCare giving day to help Bradley students who are facing any unexpected challenges.”

– Alison Morrissey,
Associate Vice President for
Advancement