

CUSTOMER SNAPSHOT

Brother's Brother Sees GivingTuesday Surge



Brother's Brother Foundation was founded by Dr. Robert A. Hingson in 1958 "to help many abroad who lack good healthcare, education, and nutrition." Today, Brother's Brother Foundation continues Dr. Hingson's work by helping "bridge the gap between aid and sustainability by supporting localized programs and providing essential resources in the areas of Healthcare, Infrastructure, Disaster Response, and Education (H.I.D.E.)"

Blackbaud Customer Since: 2019

Based: Pittsburgh, PA

Brother's Brother amplified its fundraising success by partnering with Blackbaud to create a more streamlined, modern process to manage constituent records, communicate with supporters, and optimize online donation options.

Adding More Donors to the Family

Brother's Brother utilizes Blackbaud Luminate Online and Blackbaud Raiser's Edge NXT to engage their support base and draws on Blackbaud Services for expertise with custom forms, messages, and updates. "With the help of Blackbaud, we have been able to expand our donor base through targeted email appeals, provide emailed newsletter options to our constituents, and streamline our efforts to share our mission with partners domestically and internationally," said Vice President of Global Partnerships and Development Laura Kelly. "This has allowed us to help those in need through our four program areas."

Boosting GivingTuesday

The first time Brother's Brother used Blackbaud Luminate Online during GivingTuesday—the annual day of giving after Thanksgiving—fundraising for that day increased more than 700%, from \$6,000 to \$50,000. Those donations synced with the nonprofit's Blackbaud Raiser's Edge NXT database, providing a 360-degree view of donors to help inform future stewardship strategy. Blackbaud consultants delivered the campaign strategy, email design, donation form optimization, and more to help make it happen.

Streamlining Support

"Each Blackbaud professional we have worked with has provided amazing support, easy solutions, and clear communications in order for us to meet our goals. Contacting Blackbaud customer support has also proven to be a very useful tool that has allowed us to quickly address questions or concerns that have arisen. Having the resources that Blackbaud provides through the online Knowledgebase and Blackbaud University allows us to keep up to date on the most efficient ways to manage our database."

Engage more. Raise more. [Learn how.](#) >

Brother's Brother Foundation is powered by:

Blackbaud Luminate Online®

Blackbaud Raiser's Edge NXT®

Blackbaud Digital Marketing Services

Blackbaud Merchant Services™