

CUSTOMER SPOTLIGHT

Cape Fear Community College Foundation



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—Liz Shafer, Accounting and Database Coordinator

Serving more than 20,000 students in Wilmington, N.C., Cape Fear Community College realized several wins through connected cloud solutions for fundraising and relationship management, scholarship management and fund accounting solutions.

Foundation increases efficiency across campus with integrated solutions.

Cape Fear Community College Foundation exists to support the mission of the coastal North Carolina college and its students. Prior to connecting its fundraising and relationship management, scholarship management, and fund accounting solutions, the Foundation relied on disparate systems and complicated processes to manage its data. Additionally, each department had set up their accounts differently so reconciling between the solutions proved to be inefficient and cumbersome.

With Blackbaud’s integrated cloud solutions—Blackbaud Raiser’s Edge NXT®, Blackbaud Financial Edge NXT®, and Blackbaud Award Management™—the Foundation can easily reconcile between solutions, identify any discrepancies, and adjust when needed.

Cape Fear Community College Foundation is powered by Blackbaud solutions for:

- ✓ Fundraising and relationship management
- ✓ Fund accounting
- ✓ Award management

Eliminating Manual Tasks

Blackbaud Raiser's Edge NXT helps institutions streamline data, reporting, and administrative processes. The team loves how easy it is to use and that they can import data seamlessly between solutions, explained Accounting and Database Coordinator Liz Shafer.

With its powerful analytics, Blackbaud Raiser's Edge NXT makes reaching new supporters and engaging existing supporters more effective. "I find it's much easier to enter my actions and see my work center when talking to donors about scholarships," said Lauren Janney, Foundation Relations & Scholarship Coordinator. "Blackbaud Raiser's Edge NXT makes this process really fast and easy, especially with the Blackbaud for Gmail plugin, so I can do everything right from my inbox."

To better manage its 20,000 constituents, the team created shared IDs for their constituents in Blackbaud Raiser's Edge NXT and Blackbaud Award Management. By creating this common identifier between the solutions, the team can import donor interactions en masse and maintain consistent, up-to-date donor records in both systems.



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—Lauren Janney,
Foundation Relations &
Scholarship Coordinator

Improving Engagement, Access to Awards

Before Blackbaud Award Management, there was not a formal process for promoting scholarships and most were learned about by word of mouth. With the ability to better engage students about scholarship opportunities as well as throughout the application process, the Foundation has seen a significant uptick in both applicants and awards granted.

Blackbaud Award Management makes it easy to promote scholarships available and improves the quality and accuracy of data on each application. "We have approximately 400 different scholarships, and Blackbaud Award Management has made a huge difference in helping us get scholarship funds into the hands of our students," said Janney. "For the 2020 school year, we awarded over \$842,663* in scholarships."

The Foundation was also able to take their engagement with students to new heights by leveraging Blackbaud Award Management's texting capabilities. Texting enabled the Foundation to quickly connect with students experiencing financial hardship due to COVID-19. Almost immediately, the financial aid office provided support to the students reaching out.

An additional benefit of having connected solutions is the team's ability to log into Blackbaud Financial Edge NXT or Blackbaud Raiser's Edge NXT and see what scholarship funds are available, that a new gift has been given,



or record any donor stewardship actions. “It’s very helpful to be able to log actions into one system like Blackbaud Award Management and then import or globally add them into Blackbaud Raiser’s Edge NXT,” Janney said.

Streamlining Financial Processes

Shafer explained that before she joined, the Foundation did not have its own formal accounting software system. “The biggest benefit is that we are able to conduct a thorough audit every year. It was much more time consuming and expensive without our own software. Now, with Blackbaud Financial Edge NXT we can easily provide an auditor all the information and data needed.”

With Blackbaud Financial Edge NXT, institutions can effectively manage financial reporting, monitor and track program success, and support fundraising efforts. For the Foundation, this means no longer relying on others to run or interpret financial reports.

Having its fundraising and relationship management, fund accounting, and scholarship management solutions integrated has made a tremendous impact for the Foundation. “Not only does it allow us to work smarter and do our jobs more efficiently, but we’ve also eliminated many unnecessary additional steps and manual tasks,” said Shafer.

Increase efficiency with integrated cloud solutions for higher education.



\$842,663*

in annual scholarships
awarded

[Learn more](#)

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**This figure is based off gross awards for the calendar year and beginning with the 2019 application cycle.*

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.