

CUSTOMER SNAPSHOT

Lowcountry Food Bank Sees ‘Exhilarating’ Support



Covering South Carolina’s 10 coastal counties, Lowcountry Food Bank works with partner agencies and schools to serve the area’s most vulnerable populations.

Adopted Blackbaud Raiser’s Edge NXT: 2018 Based: Coastal South Carolina

The Lowcountry Food Bank already faced the dramatic demands of nourishing families across a diverse 9,000-square-mile area. Then the COVID-19 crisis hit. Thankfully, the food bank’s staff had cloud-based solutions—including Blackbaud Raiser’s Edge NXT—to power their response.

Reinforcing Relationships with Technology

“Blackbaud Raiser’s Edge NXT is a wonderful tool to give our fundraisers insight into our data and helpful tools to track progress with our donors,” reports Lowcountry Food Bank Chief Development Officer Brenda Shaw. Beyond monetary donations, the food bank’s relationship manager uses the solution to track food donations from 200 retail grocery store managers.

Bonus Blackbaud Raiser’s Edge NXT Features

Shaw likes that the cloud-based solution added automated recurring gift capabilities and provides URL sharing options for donation forms that allow Lowcountry Food Bank to send a link in an email without it having to live on a landing page—making quick-response giving easier than ever. Plus, web-view dashboards provide valuable data that’s easy to dig into so Shaw’s team can understand what’s working and where they need to focus. Overall, Blackbaud Raiser’s Edge NXT is a time-saver and easy to navigate for everyone.

COVID-19 Response

With the pandemic, the food bank saw the number of food insecure people in its area jump by 70,000 and experienced an outpouring in giving. Community figures—including celebrity Darius Rucker—issued fundraising challenges, the average donation doubled, and the number of donors in 2020 increased by 53.5%. With Blackbaud solutions, staff could update supporters weekly by email and report stats back easily to the board. “People are so supportive, and it’s exhilarating to see,” Shaw said. “We have done this together as a team.”

Take fundraising and donor management to the next level. [Learn more.](#) >

Lowcountry Food Bank is powered by:

Blackbaud Raiser’s Edge NXT®

Blackbaud Peer-to-Peer Fundraising™, powered by JustGiving®

Blackbaud Target Analytics®

Blackbaud Online Express™

Blackbaud Merchant Services™



Blackbaud employees in Charleston enjoy volunteering at Lowcountry Food Bank before the pandemic.