CUSTOMER SPOTLIGHT

HomeAgain Richmond

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—Ruth Leal,
Development Specialist

HomeAgain Richmond serves homeless individuals in the Richmond, Virginia area and helps them secure and maintain a home. With the help of its donors, HomeAgain is able to help end homelessness for over 500 households each year, getting them back on the road to stability.

Saving Time and Resources with eTapestry and Blackbaud University

A few years ago, HomeAgain Richmond was using GiftWorks™ and Excel® spreadsheets to cultivate and maintain its donor database, but was not getting the results it needed to support its mission to the fullest. Development Specialist Ruth Leal was looking for a solution that would help the organization be more strategic with building and maintaining donor relationships. So, the organization decided to work with a few consulting firms in the Richmond area to choose the solution that would best support the organization's needs and wants. Multiple firms recommended Blackbaud eTapestry, a leading cloud solution built specifically for growing nonprofits. The staff at HomeAgain was impressed by the solution's powerful functionality and decided to make the switch.

In addition to choosing Blackbaud eTapestry, the leadership team at HomeAgain invested in a Learn More® subscription from Blackbaud University. With this training subscription the organization and its staff members have access to

HomeAgain Richmond is powered by:

- ‣ **Blackbaud University**
- ‣ **Learn More®**
- ‣ **eTapestry™**
- ‣ **Blackbaud Merchant Services™**
- ‣ *Organizational Best Practices*

Learn More

the virtual instructor-led classes, eLearning product videos, and certification opportunities. "There was no hesitation in purchasing the Blackbaud Learn subscription from Blackbaud University. Our leadership wants to ensure that staff is staying up to date with the functionality of eTapestry, so that the database can be managed and used efficiently," says Ruth.

Ruth is newer to the nonprofit industry and has learned that its tools and best practices are constantly changing. "The training from Blackbaud University helped me put everything into a context that I could easily manage. It has made me a better nonprofit professional and has helped me understand processes," she says. At an organizational level, the training has helped staff members evaluate prospects and create reports that help the board and development team plan more effectively. Before implementing eTapestry, the staff was entering data manually one piece at a time. After training, the team is able to enter it all in one easy step. "It's a huge time-saver. Something that used to take a month is now completed in a day. Now, I spend my time focusing on more important tasks," shares Ruth.

Ruth also decided to attend Blackbaud University's Best Practices: Fundraising class. After this class, she had the opportunity to discuss her fundraising challenges with the instructor and is now thinking about purchasing the *Organizational Best Practices* course offering.

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About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud provides software, services, expertise, and data intelligence that empowers and connects people to advance the social good movement. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, and the individual change agents who support them.