

CUSTOMER SPOTLIGHT

Kingdom Workers



“Our account manager has been phenomenal in helping us succeed with everydayhero® Pro, and he continues to be very attentive to our needs.”

—Patty Eagon, Office Manager

Kingdom Workers spreads the gospel by mobilizing Christians to create locally sustainable ministries addressing spiritual and physical needs in communities around the world. Kingdom Workers needed an easy-to-use and effective crowdfunding tool to fund their mission trip campaigns. With Blackbaud’s peer-to-peer fundraising solution, the organization was able to benefit from broader fundraising sources to further their mission work and support partner ministry projects.

Kingdom Workers Drives Mission Work Forward with everydayhero Pro

The volunteer management team at Kingdom Workers needed an online peer-to-peer fundraising platform that was easy to use and could be set up quickly. They previously used MobileCause®, but it caused headaches for the team and required the use of an outside consultant to connect with the organization’s Blackbaud eTapestry® system.

At the same time, Patty Eagon, office manager at Kingdom Workers, received an email from Blackbaud introducing the new everydayhero Pro platform that came already fully integrated with Blackbaud eTapestry. “This notification on the availability of everydayhero Pro was an answer to my prayers. I knew we

Kingdom Workers is powered by Blackbaud solutions for:

- ✓ Peer-to-peer fundraising
- ✓ Fundraising and relationship management
- ✓ Merchant services

couldn't continue with MobileCause, so we started the conversation with Blackbaud to purchase everydayhero Pro," said Patty.

Kingdom Workers' Blackbaud account manager showed Patty's team examples of how campaigns were run on the everydayhero Pro platform during their software evaluation process and it was helpful when making their purchase decision. Patty claimed, "It really seemed to be what we were looking for because it was so easy to use."

When Kingdom Workers first started using Blackbaud eTapestry to receive online donations, the organization was able to cultivate 600 new donors to add to its database. Last year, that number grew to over 1,000. After making the choice to move to everydayhero Pro for its crowdfunding efforts, the Kingdom Works team was excited about seeing the same results with everydayhero Pro, as the new platform would bring in even more new donors by making it possible for volunteers to connect with their own personal networks.



Kingdom Workers has already used everydayhero Pro for three very successful campaigns: the Malawi Exploratory Campaign, Southeast Asia Clean Water Projects, and Malawi Service Immersion. Each campaign the organization runs is specific to a mission trip, so Kingdom Workers could eventually run upwards of ten live campaigns on everydayhero Pro at one time.

Patty generates reports every day and loves that donations flow seamlessly from everydayhero Pro to Blackbaud eTapestry. The everydayhero Pro platform even gives her volunteer fundraisers helpful instruction; for example: "If you do x, y, and z, you could receive up to 70% more contributions." Patty notes the back-end is flawless, telling her organization exactly what its service fees and total deposits are, and what exactly is being processed—a huge help to Kingdom Workers' finance department.

Now that her team is setting up campaigns in the everydayhero Pro platform and is seeing results with the help of Blackbaud's support, Patty says she knows her organization has made the right choice: "Our account manager has been phenomenal in helping us succeed with everydayhero Pro, and he continues to be very attentive to our needs."

Discover how Blackbaud's peer-to-peer fundraising solution can amplify your mission.

[Learn more](#)

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.