

CUSTOMER SNAPSHOT

Lambda Legal Accelerates Fundraising Efforts



Established in 1973, Lambda Legal seeks “to address the highest priority needs of members of the LGBTQ+ community and those living with HIV, especially those subject to intersecting discrimination and disadvantage.”

Blackbaud Customer Since: 1990

Based: New York City

Lambda Legal’s work in impact litigation, public policy advocacy, education, and communication depends entirely on donations as the organization charts a course to a world “where our identities and relationships are respected, protected, and celebrated.” Director of Donor Databases Fran Cohen told us about Lambda Legal’s success with Blackbaud products—and the benefits her team realized once they relocated key Blackbaud solutions to the Microsoft® Azure® cloud.

Facilitating Efficiency and Collaboration

Blackbaud products “are utilized across multiple departments at Lambda Legal for many essential functions,” Cohen explained. “Within our Development Department in particular, Blackbaud Raiser’s Edge NXT is heavily used by all members of our team, from data entry roles to frontline fundraisers/solicitors.”

Trusting in Blackbaud Raiser’s Edge NXT

Lambda Legal uses Raiser’s Edge NXT for gift batching and gift acknowledgement, relationship management, list segmentation, and reporting. “As a national organization that solicits donations in a variety of ways and throughout many locations across the country, we rely on Raiser’s Edge NXT’s robust infrastructure, which allows us to capture detailed data on giving.”

Speeding Progress with Cloud Migration

The migration of Lambda Legal’s Raiser’s Edge NXT and Financial Edge NXT databases to the Azure cloud was complete within hours and soon allowed staff to generate complex queries and reports more quickly. “Overall, the migration to Microsoft Azure is allowing us to spend more time on the key functions of our jobs in order to better support Lambda Legal’s mission of achieving full recognition of the civil rights of LGBT people and everyone living with HIV.”

Lambda Legal is powered by:

Blackbaud Raiser’s Edge NXT®
 Blackbaud Financial Edge NXT®
 Blackbaud Luminare Online®
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