

CUSTOMER SPOTLIGHT

Notre Dame de Namur University



“Blackbaud Raiser’s Edge NXT has been a valuable resource. The solution helps ensure that my team can streamline the processes and communications needed to raise major gifts.”



—Dino Hernandez, Vice President for Advancement

Notre Dame de Namur University leverages Blackbaud cloud technology and powerful analytics to streamline processes and effectively engage supporters. This allowed the university to not only meet the Taube Challenge's \$6 million goal, but exceed it.

Notre Dame de Namur University raises nearly \$20 million to save historic landmark on campus.

Built in 1868, Ralston Hall is considered the heart of Notre Dame de Namur University (NDNU). For more than 90 years, the mansion has served as the jewel-like centerpiece of the university campus in Belmont, California. It is also listed in the National Register of Historic Places and designated as a California Historical Landmark.

In 2012, Ralston Hall was deemed unfit for occupancy and closed to the public. The retrofits and renovations to save Ralston Hall would cost the university \$20 million to complete.

Notre Dame de Namur University is powered by:
Blackbaud Raiser’s Edge NXT®
Blackbaud NetCommunity™
Blackbaud Target Analytics®

The Six-Million-Dollar Challenge

Tad Taube, chairman of Taube Philanthropies, offered a \$6 million challenge grant to save Ralston Hall. Taube asked the community to help NDNU raise \$6 million, which he would match. And as the chair of the Ralston Hall Campaign, Taube would help raise the balance needed for the capital campaign.

NDNU had one year to meet this \$6 million challenge, but the university lacked the proper technology and procedures to raise such a large amount of money in such a short period of time. In general, NDNU staff members were very focused on annual giving. They didn't have a true major gifts program, and there was inconsistency between the corporate and foundation operations.

Technology Saves the Day

Dino Hernandez, the vice president of advancement for NDNU, recognized that a technology investment was critical if NDNU wanted to successfully meet the Taube Challenge. He turned to Blackbaud's Raiser's Edge NXT for help. "The platinum standard for fundraising has always been Blackbaud Raiser's Edge™, and now Blackbaud Raiser's Edge NXT," Dino explained.

Implementing Blackbaud Raiser's Edge NXT helped ensure that NDNU's frontline fundraisers were talking to the university's best prospects and asking for the right amounts. Using the wealth rating system in Blackbaud Raiser's Edge NXT, Dino was able to successfully meet with donors and confidently move them from a lower to a higher ask amount. One donor even went from \$5,000 to \$50,000.

The solution also helped staff members track donor activity, spend more time with donors and alumni, and work from anywhere. "With a small staff there are only three frontline fundraisers," Dino said. "We need to be efficient and effective. Tags are one feature that help us do this. They highlight key relationships and prioritize the situations that need the most attention. If one of your assigned prospects gave a gift, it will remind you to thank them."

Blackbaud Raiser's Edge NXT empowered the advancement team at NDNU to do more with less, enable better record-keeping, meet with more donors, access the right alumni through prospect research, and manage board and leadership requests. By streamlining processes and connecting across teams, the solution helped staff members work smarter, not harder and focus their time and energy on meeting the Taube Challenge.



881%

NDNU increased its average gift size by 881%.



Long Live Ralston Hall

Thanks to Blackbaud Raiser's Edge NXT and Blackbaud Target Analytics, NDNU raised \$6.4 million toward the Taube Challenge and received the additional \$6 million from Taube for successfully meeting the challenge goal.

NDNU's fundraising efforts have not ended, as the cost to renovate Ralston Hall is now in sight. Today, NDNU is close to 90% of the total estimated renovation cost of \$20 million.

Learn more about solutions that can help your higher education institution grow.

[Learn more](#)



“The generosity of the Bay Area community is outstanding, Ralston Hall is an amazing California treasure, and we can't wait for the renovation to be finished and the doors open once again to the community.”

— Dr. Judith Maxwell Greig, NDNU President

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.