

CUSTOMER SPOTLIGHT

## Nova Southeastern University



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—Jennifer O’Flannery Anderson, Ph.D., Vice President for Advancement and Community Relations

Nova Southeastern University covers a sprawling 300 acres near Fort Lauderdale, Florida. It includes everything from undergraduate and postgraduate education to an art museum and a comprehensive program for children with autism spectrum disorder. With the right solution in place, Nova grew its annual fundraising by 67%.

Nova Southeastern University moves from simple database to strategic fundraising solution—and powers philanthropic growth.

Nova Southeastern University prides itself on its students—focused and driven people called to challenging and rewarding careers in law, medicine, business, and more. “We provide education for people who have a clear focus on what they want to do,” explained Jennifer O’Flannery Anderson, Ph.D., vice president for advancement and community relations. “They’re highly focused and dynamic.”

**Nova Southeastern University is powered by Blackbaud solutions for:**

- ✓ Fundraising and relationship management

As is NSU. In addition to providing undergraduate and graduate education to 22,000 students, NSU also manages a K-12 school, an art museum, a comprehensive program for children with autism spectrum disorder, and a private golf club. “We have interesting tentacles for donor outreach but also are nontraditional in fitting in with a university model,” O’Flannery Anderson said.

Her team—which manages all fundraising and advancement, alumni relations, special events, and community relations—depends upon Blackbaud Fundraiser Performance Management™ to record and use data. “Our fundraising has increased exponentially,” O’Flannery Anderson said. “We were able to grow from about \$12 million to \$20 million consistently, with the same staff and a reduction of resources.”

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67%

Annual fundraising growth



Reduction in paper mailings

## Harnessing Information for Growth

NSU partnered with Blackbaud in 2013 to overcome the limitations of its existing database. Not only did staff members struggle to access data but, as a result, they didn’t bother to input information, O’Flannery Anderson explained.

“Blackbaud allows us to track call reports, to do analytics on donors and prospects, and to do mapping—to see where those donors and prospects live,” O’Flannery Anderson said. “The most important thing is we are able to look at real-time reports on our team and see where they are excelling and where they aren’t—at a moment’s notice.”

With only 12 development officers working eight hours a day, in theory, O’Flannery Anderson wanted to empower her team to focus on the most promising prospects. “We have clear priorities for raising money,” she said. “We have been able to do a much better job of sorting through prospects and donors and maximizing the assignments to development officers. That’s where Blackbaud is really helpful.”

## Engaging Alumni, Meeting Goals

Reaching alumni remains NSU’s greatest challenge. Through a partnership with Blackbaud, the university can collect data and engage with its graduates in a more strategic way.

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With the right solutions in place, NSU reduced its paper mailings while growing its email appeals to meet annual fund goals.

NSU also recently wrapped a \$250 million campaign three years early. As the university identifies priorities for its next big fundraising push, O’Flannery Anderson and her team will rely on data and technology to meet their goal.



“Without a data analytics team, we rely on Blackbaud’s technology to get out to as many people as possible,” O’Flannery Anderson said. “Blackbaud guides us in our decision-making and helps us identify where we assign our team and how productive and effective our efforts are.”

Raise more money using custom predictive models, convenient tools, and industry-specific benchmarks.

[Learn how](#)

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Completed campaign three years early



Technology-guided decisions to bolster small staff

#### 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.