



# CUSTOMER SPOTLIGHT

## Riekes Center



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—Lynne Clarence,  
Manager of Development and Community Outreach

The Riekes Center, in Menlo Park, California, offers programs in athletic fitness, creative arts, nature awareness, and student services to help individuals develop valuable skills, self-reliance, and self-esteem. More than just a gym, an arts facility, or an outdoor education center, the Riekes Center is a community in which all students, all goals, and all interests are equally important.

### Riekes Center for Human Enhancement Uses eTapestry to Power Successful “Lapsed Donor Campaign”

As a growing organization, Riekes Center for Human Enhancement knew it needed a fundraising solution designed specifically for nonprofits. Its current solution—FileMaker Pro—didn’t help staff members understand their constituents or monitor their giving history.

Working with the Blackbaud Sales Team, Riekes Center moved from FileMaker Pro to eTapestry.

“Moving to eTapestry is like going from riding on a horse to riding in a car. It’s like skipping a couple generations,” explained Lynne Clarence, manager of development and community outreach. “I didn’t know what I was missing.”

eTapestry made a huge difference in fundraising for Riekes Center. Now staff members can reach out to people who didn’t give last year and try to understand

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why. “We’re able to dig down into the donor reports with eTapestry,” Lynne explained. “It’s easy to use and gets better each year.”

Before eTapestry, staff members didn’t have the bandwidth to nurture at-risk and lapsed donors. With the ease and efficiency of the new solution, they can afford to spend time on these critical outreach efforts.

Using the standard reports in eTapestry has also made it easier for staff members to find information quickly and collaborate across teams. Lynne’s favorite report is the Top Donor Comparison Report, which enables her to focus on the nonprofit’s best prospects when determining who to target for a gift.

Lynne also appreciates the level of support Blackbaud offers her and her team.

**\$100,000**

**Raised \$100,000 through first-ever  
“Lapsed Donor Campaign”**

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“What I love best about eTapestry is the support,” Lynne explained. “If I need to make changes to the system, I know I’ll be supported.” She uses the tips and tricks Blackbaud sends out through monthly eNewsletters to better take advantage of all the features, reports, and tools in her solution.

With eTapestry in place, Riekes Center launched a new “Lapsed Donor Campaign.” She used eTapestry to pull a list of every donor who gave more than \$500 since 2006 and sent each one a customized letter. The letters thanked the donors for their donations and asked them to make their gifts again.

Riekes Center’s “Lapsed Donor Campaign” saw a tremendous response. The letters went out in September, and the organization had received close to \$100,000 by the end of the year. Lynne firmly believes the campaign’s success would not have been possible without eTapestry.

With the increased funds, Riekes Center is able to continue offering fitness, creative arts, and nature awareness programming, even to those students who can’t afford to pay.

*“eTapestry has made an absolute difference in fundraising.”*

—Lynne Clarence,  
Manager of Development and  
Community Outreach

