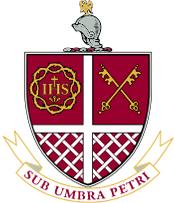


CUSTOMER SNAPSHOT

Saint Peter's Prep Optimizes Digital Engagement



Since 1872, Saint Peter's Prep has served as a Catholic, Jesuit college preparatory school "that seeks to form young men of competence, conscience, and compassion" as part of a community of learners "seeking to find God in all things."

Blackbaud Customer Since: 1989

Located: Jersey City, New Jersey

With Blackbaud Luminate Online powering its digital marketing efforts, Saint Peter's Prep Founders' Day Challenge was a success with more than \$275,000 donated for the Annual Fund by over 400 alumni, parents, and friends. Saint Peter's reached out through direct mail, email marketing, and texting, which allowed the team to engage a broad level of donors and build relationships with those who had not been contacted yet.

Making it Easy for Donors to Give

"Leveraging a healthy database and the right tools, we established a digital marketing approach that enabled us to improve donor cultivation and increase funds raised," said Loual Puliafito, Saint Peter's Prep chief advancement officer. "Luminate Online made it easy to engage donors and even easier for them to then donate online—they had the option to give via credit card, PayPal, or their checking account."

Personalizing Content

Saint Peter's also utilizes Blackbaud Raiser's Edge NXT to house its data. By having the school's fundraising and relationship management solution integrated with its online marketing solution, the team can personalize their messages in detail. "We truly appreciate all our supporters, and Blackbaud's solutions allow us to sincerely express our gratitude," Puliafito said.

Linking Supporters to the School's Website

Following its Founders' Day Challenge, Saint Peter's created an email, video, and dedicated webpage to thank all those who supported its annual giving day. Using Blackbaud Luminate Online, the team embedded their personalized video message in the thank you webpage. "This was especially important to us because the supporter wasn't leaving our platform to go to a third-party site to watch it," Puliafito said. "Instead, we brought them back to our website, where we can control the messaging and they can explore other school news."

St. Peter's Prep is powered by:

Blackbaud Luminate Online®

Blackbaud Raiser's Edge NXT®

Blackbaud Financial Edge NXT®

Blackbaud Merchant Services™

Blackbaud Online Express™

Blackbaud Advanced
Wealth Analytics

Engage more. Raise more. [Learn how.](#) >

