

CUSTOMER SNAPSHOT

Wingate University Grows Major Gift Pipeline



Designed to be affordable, accessible, and inclusive, Wingate University serves nearly 3,500 students in North Carolina. Founded in 1896, the university seeks “to develop educated, ethical and productive global citizens,” and to cultivate “Faith, Knowledge and Service” in its students.

Blackbaud Customer Since: 2018 **Campuses:** Wingate, Charlotte, Hendersonville

By adding solutions for predictive modeling and prospect research to their Blackbaud portfolio, Wingate University could better pinpoint its best donor prospects, leading to improved relationship management and more data-driven fundraising. Amy Jackson, Wingate’s assistant VP for foundation relations and development, shares the benefits.

Realizing Maximum ROI

“Blackbaud solutions help me to be more efficient and effective in my work,” Jackson said. “I can quickly identify top prospects and share strategic recommendations based on advanced analytics to achieve the highest return on investment with our annual giving, major giving, and planned giving teams. With a smaller shop like ours, saving time and working smarter are key to maximizing our impact. Blackbaud’s solutions for predictive modeling and prospect research give us invaluable tools and insights.”

Enhancing Processes with Comprehensive Insights

“We enhanced our prospect research processes by taking full advantage of available queries, lists, screening data, modeling scores, and ratings. We focused our attention on high-value prospects, segmentation, upgrades strategy, and new donor acquisition as part of our annual giving solicitation efforts. We also ensured that our best major giving prospects are assigned to gift officer portfolios and uncovered a larger pool of planned giving prospects.”

The university already sees promising pipeline results. “Blackbaud solutions have allowed us to set, track, and achieve more aggressive goals for prospect identification that have ultimately moved our discovery efforts forward. This past year, 40 new prospects—an average of 10 per quarter—were identified, qualified, and assigned to major gift pipelines.”

Working with the Blackbaud Team

“We’ve had a great experience with Blackbaud’s solutions and their strategic consulting professionals. The expertise of their team members and the quality and ease of use of their products brings confidence to our fundraising team.”

Work smarter with predictive modeling and prospect research. [▶ Learn more.](#)

Wingate University is powered by Blackbaud solutions for:

- ✓ Predictive Modeling
- ✓ Prospect Research
- ✓ Fundraising and Relationship Management
- ✓ Merchant Services
- ✓ Marketing