



CUSTOMER SPOTLIGHT

ZERO—The End of Prostate Cancer



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ZERO—The End of Prostate Cancer has helped save 10,000 lives from prostate cancer but aims to end the disease altogether. That means providing supporters with every opportunity to get involved, including a simple, intuitive, and personalized peer-to-peer fundraising solution.

ZERO—The End of Prostate Cancer adapts to trends, making fundraising simple and fun.

ZERO—The End of Prostate Cancer draws its name from an ambitious goal: to end prostate cancer by advancing research, improving the lives of men and families, and inspiring action. To achieve such a forward-thinking mission, the organization remains technologically agile to connect with supporters in the most effective ways.

ZERO has tested over 130,000 people through mobile screenings, helped with more than 48,000 medical co-pays, and played a key role in keeping 10,000 more men alive due to reduced mortality rates. With a goal of reaching even more people, ZERO participated in Blackbaud’s early adopter program of JustGiving® from Blackbaud®.

ZERO—The End of Prostate Cancer is powered by Blackbaud solutions for:

- ✓ Peer-to-peer fundraising
- ✓ Analytics
- ✓ Marketing
- ✓ Fundraising and relationship management

JustGiving is the world's leading crowdfunding platform and has enabled people in 160 countries to raise over \$6 billion for causes they care about for nearly two decades. This new solution provides an intuitive platform where ZERO can direct tribute campaigns from friends and family members who want to honor loved ones.

"It can't be overstated just how important it is to make fundraising creation quick and painless," said ZERO's Director of Digital Marketing Jeremy Reynolds. "After registering for the site, JustGiving lets supporters create a page in just a couple of clicks."

ZERO recognizes that people often want to get involved, but getting started can feel overwhelming. The organization suggests ways to jump in—such as run/walk events, advocacy, and education—and ZERO's website points to JustGiving as part of that menu of opportunities. As Reynolds explained, JustGiving offers a solution for people who don't have social media accounts but want that same level of personalization and ease of use.

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"One of the most exciting things about (JustGiving from Blackbaud) is how just about anyone can successfully create a new fundraising campaign, regardless of their experience with website administration. Whether it's creating a one-off campaign on behalf of our fundraising champions, responding to a pressing opportunity within the cause, or just setting up seasonal campaigns—we can be up and running very quickly."

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JustGiving simplifies administrative work, too, by delivering a branded, customizable platform to meet ZERO's campaign specifications. "It's crucial to have something we can set up quickly and easily and that the participant can use without needing assistance," Reynolds said. "JustGiving does exactly that. It has just enough settings and branding tools to work really well for that simpler, streamlined fundraising experience."

Plus, JustGiving integrates with Blackbaud's solutions for fundraising and relationship management and payment services. That means every campaign gathers data invaluable to ZERO's team in building a donor pipeline.

"It's so important to be able to capture good data on our fundraisers and their supporters in a way that is automated to avoid potential for errors and to free our staff to do high-value tasks instead of data entry," Reynolds said. "Having the details at their fingertips means that our outreach to constituents is on point and gives us the insight we need to deepen relationships."



ZERO's team understands that simplicity and engagement matter more and more, especially as younger generations get involved in fundraising. "People want to feel like the heroes of their own stories," Reynolds said. "When someone says, 'Hey, I'm doing a bowling night. Let's see if this can impact charity.' JustGiving gives them a fantastic way to take that passion and turn it into impact for the cause."

Empower everyone who cares about your cause to raise funds and grow support for your organization.

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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.