

# Your Talent, Our Expertise

## Apply science to the art of fundraising with Blackbaud Fundraiser Performance Management™

With the proper tools, you can maximize the productivity of your front-end fundraisers to reach prospects quicker and increase gifts—while keeping up with ever-growing campaign goals. Blackbaud Fundraiser Performance Management sets fundraisers up for success through a tailored approach that includes strategic consulting, talent management tools, custom predictive models to identify your top prospects, and easy-to-use technology, along with insights from—and access to—an unparalleled peer fundraising community.

### KEY BENEFITS OF BLACKBAUD FUNDRAISER PERFORMANCE MANAGEMENT

- ✓ Strategic consulting from fundraising experts so your team gets the most from the tools and analytics driving them to meet their goals and improve fundraising outcomes
- ✓ Unparalleled data access and clarity for all users across your organization to provide visibility and build trust
- ✓ Modern mobile application built specifically for gift officers to track contacts and proposals actions
- ✓ Powerful custom predictive models that drive consensus and smart prioritization
- ✓ Data-driven insights derived from Blackbaud's best analysts from across a community of peer institutions
- ✓ Easy-to-understand viewports with daily refreshes direct from your database, no matter what database you use or how long you've had it
- ✓ Simple SaaS implementation and all-inclusive customer service, allowing your team to get up and running in a less than a semester
- ✓ Maintenance and modernized features are included with your subscription, so you never have to worry about additional fees for software upgrades

Within three years of implementation, average organization experienced:



**21%**  
increase in  
\$25K+ donors

**33%**  
increase in first-  
time \$25K+ donors

## Strategic Consulting

Meet regularly with your dedicated fundraising consultant to establish successful strategies and tactics.

- Review your organization's strategic goals with your dedicated strategic business consultant to identify areas of improvement and recommendations to improve overall fundraising performance
- Discuss with your consultant the benchmarking deliverables and assessments with context from your peers
- Analyze usage information for staff with Blackbaud Fundraiser Performance Management logins and provide suggestions based on the analytics

## Peer Benchmarks & Community

With Blackbaud Fundraiser Performance Management, you become part of a community powered by knowledge and data insights.

- Assess overall advancement performance with your assigned strategic business consultant, using Quarterly Management Scorecards and Annual Executive Reviews, with proven recommendations on how to keep your strategy moving forward
- Easily access best practices from your peers, and participate in community convening conversations
- Understand gift officer performance compared to similar gift officers to proactively manage your talent, coach those struggling, and retain your best fundraisers

## Custom Predictive Models

The custom predictive models in Blackbaud Fundraiser Performance Management supplement any current wealth screening technology. They interface with your donor database and are built specifically for your organization.

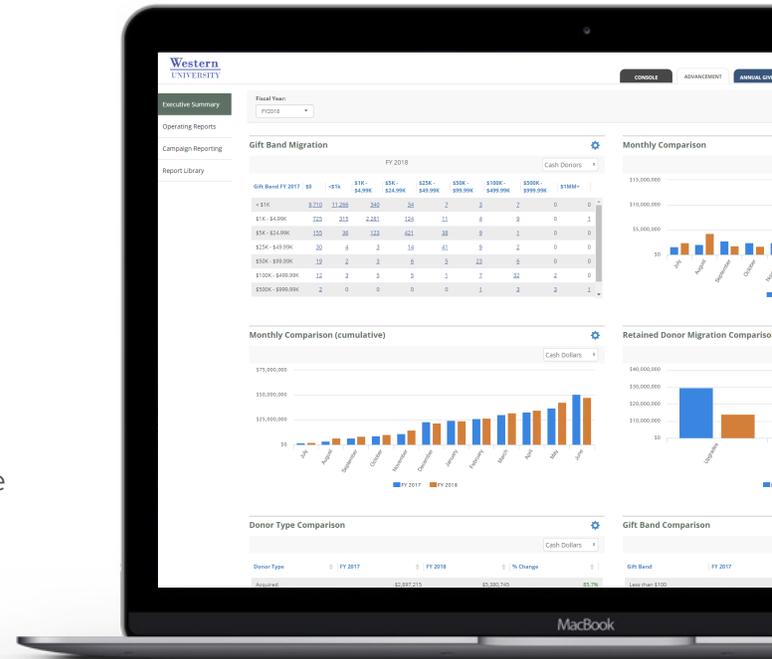
- Identify prospects that weren't on your radar with Expected Value Index (EVI) and Probability to Donate Index (PDI)
- Predict your best major and annual donors, and prioritize who to contact
- Make more confident decisions about future strategies, appeals, and goals; models are re-calibrated annually, accounting for any significant changes to your constituent base



## Modern Tech for Modern Development Teams

Blackbaud Fundraiser Performance Management puts powerful fundraising resources at your fingertips. Your data is refreshed nightly, providing the most updated insight on your fundraising activities—the solution automatically updates to add new features or functionality.

Every user, from front-line fundraiser to executive, can easily access Blackbaud Fundraiser Performance Management via desktop or mobile. The intuitive interface delivers many data views, including drill-down capabilities, crosstabs, mapping, and exports into Microsoft Excel®. The tool is broken down into layers for specific purposes, allowing you to find exactly what you need.



### MAJOR GIVING

Your major gift fundraisers are empowered to target high-value prospects based on your organization’s custom predictive models.

- In a click, find detailed information on current prospect assignments for each gift officer and relationship profiles for every database entity
- Track progress towards activity and donation goals using the console tool to check in and map fiscal year performance
- Compare officer activities to goals most predictive of long-term gift officer success based on our research

### ANNUAL GIVING

Help your fundraising team analyze all yearly giving initiatives.

- Monitor the pulse of donor activities, including the number of donors and year-to-date dollars raised, with a dozen pre-built viewports updated daily
- Analyze donor retention and acquisition, and view activity by gift band
- Get better insight on which outreach channels work best through detailed fund results by appeal

“The quality of data, dashboards, and analytics provided would be nearly impossible to get if not for Blackbaud Fundraiser Performance Management. The reporting capabilities help us make more informed decisions and allow us to track and compare our progress as needed.”

— Evelyn Buchanan, Associate Vice President for University Advancement, California State University, Chico

## ADVANCEMENT

Team leaders see a single set of measures by which they can assess overall fundraising program performance.

- Track and present fundraising trends and results over the previous five years in an executive overview
- Easily export to share with institution leadership and oversight groups
- Access long-term reporting anytime, without query wait times

## ACTIVITY CENTER

Gift officers receive a workflow-based view of past and planned contacts, related tasks and proposals, and constituent touchpoints.

- Stay mobile without missing any prospect details, using any web-enabled browser, or easy iOS and Android apps to enter contact reports or profile notes
- Easily enter proposal activities and track virtual or in-person visits, phone calls, and written conversations
- Create quick contact reports, even on-the-go, without the need to access heavy-handed, confusing databases

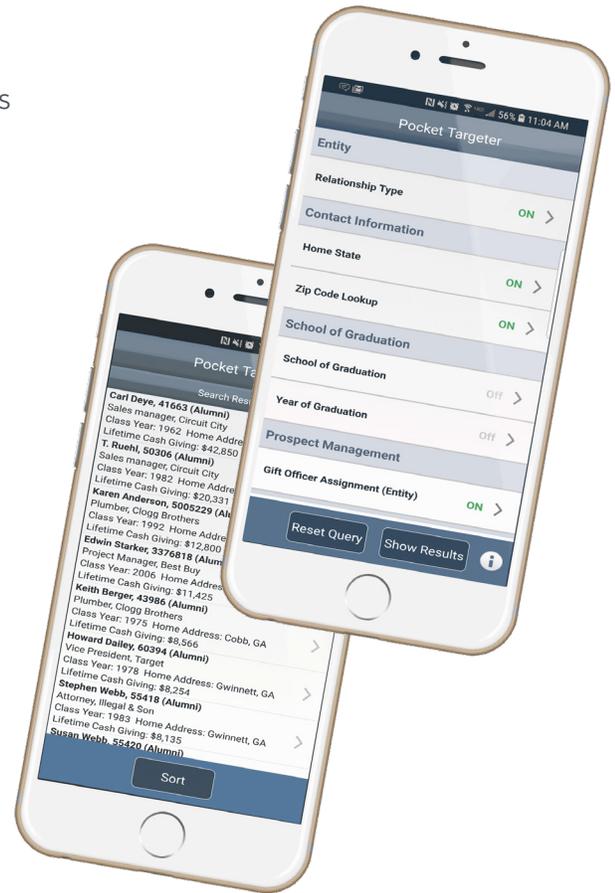
## EASY SEARCHING

Arm your front-line fundraisers with the prospect data they need to be successful.

- Eliminate the need for technical data query skills or wait times for database searches
- Automatically receive daily, weekly, or monthly results from your top searches to stay up-to-date on portfolio or overall team performance
- Search on-the-go from the mobile (iOS and Android) application

**Want to learn more about Blackbaud Fundraiser Performance Management today?**

[Learn more](#)



“It’s a relationship. You can pick up the phone and ask any question of the Blackbaud consultants.”

– Necie Steward, Deputy Chief Advancement Officer, Philadelphia College of Osteopathic Medicine