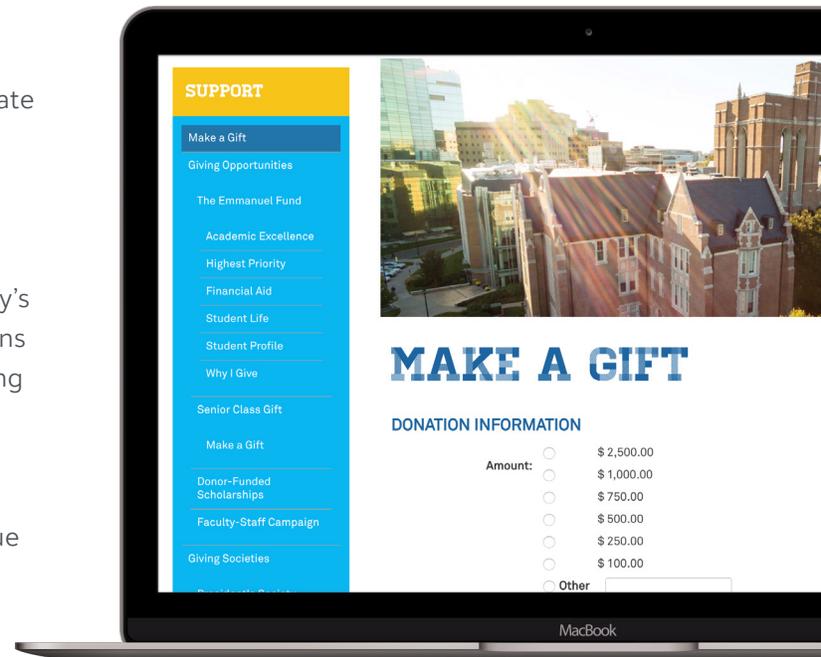


Integrated, Multichannel Alumni Engagement

Coordinating effective communication with alumni and supporters across traditional and online channels is no easy task. That's why colleges and universities across the world rely on Blackbaud NetCommunity™ to deliver a dynamic and customizable online experience that engages alumni and supporters.

Staying connected with your alumni

With Blackbaud NetCommunity, your institution can cultivate deeper relationships with alumni through coordinated multichannel marketing and thanks to native integration with the industry's leading fundraising and supporter management solution, Blackbaud Raiser's Edge NXT®. Beyond best-in-class integration, Blackbaud NetCommunity's interactive online community can foster deeper connections between your graduates and your school. Online fundraising and marketing tools empower dynamic engagement with your alumni network through targeted messaging. The personalized user experience has helped colleges and universities all over the world increase the volume and value of online donations.



“With each successful implementation comes more benefits for our community and more confidence in moving to the next Blackbaud product.”

—Scott Blair, Director of Information Systems, Gonzaga College High School

Key Advantages of Blackbaud NetCommunity

Deliver tightly coordinated communications across multiple channels.

Unparalleled integration with Blackbaud Raiser's Edge NXT helps to ensure that your messages always reach the right alumni and supporters. Blackbaud NetCommunity empowers you to deliver unique, dynamic content based on the online and offline history of interactions with your alumni. Use your 360-degree understanding of these relationships to power more effective fundraising initiatives and higher interaction rates.

Establish an online presence that resonates across devices and platforms.

Collaborate with our industry-leading Web Design Services Team to create a functional and beautiful web presence that resonates with alumni and supporters of all ages. Create responsive web pages that can be shared across social networks to make an impact on every device.

Run memorable events that foster a deeper connection with your alumni.

Focus on building stronger relationships with your most valuable alumni. Online event calendars and event registration make it easy for targeted alumni and supporters to register and pay for single or multiple events in one transaction. All of that information is captured directly into Blackbaud Raiser's Edge NXT, allowing you to focus on creating an experience that leaves a lasting impression.

Offer an unforgettable alumni experience.

Create a personalized online community where your alumni can interact with your school and other alumni. Powerful personalization tools dynamically deliver a customized experience that focuses on your alumni's unique connections to their peers and your school. Engagement features, like job boards and class notes, deliver value that drives loyalty and affinity for your institution.

To learn more, visit blackbaud.com/products/blackbaud-netcommunity or contact your account representative.



193%

higher average gift amount than the industry average with Blackbaud NetCommunity*

Source: Nonprofit Source; Blackbaud Data

[Learn more](#)

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.

