

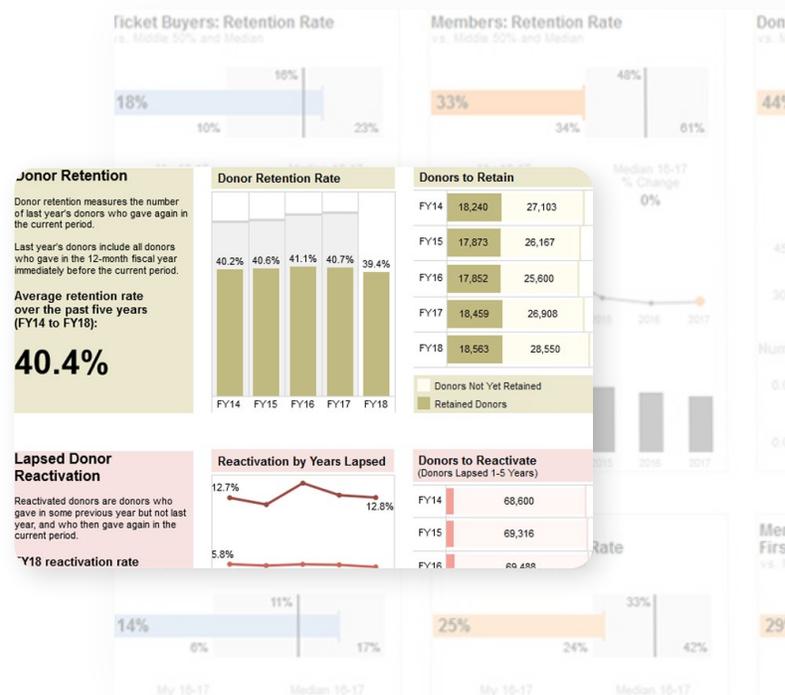
Blackbaud's donorCentrics™

Understand your Fundraising Performance to Drive Results

Your organization has built a unique relationship with each of your constituents. Maximize future donations by gaining a deeper understanding of your donor data -- who your supporters are and how they've engaged in the past. Are they loyal supporters or new to giving? Has their support for your organization lapsed? Are they major contributors or have they recently upgraded their giving? Make the most of that special constituent relationship by evaluating what inspired each supporter in the past and what is likely to keep them giving in the future.

Take Your Fundraising to the Next Level

Blackbaud's donorCentrics is designed to help organizations understand and benchmark the drivers affecting their fundraising performance. A holistic, donor-centered approach helps identify strengths and weaknesses within fundraising programs and empowers fundraisers to set goals and take action on key constituent segments. The donorCentrics philosophy puts donors at the heart of the analysis. By layering in multiyear trends and key dimensions about past giving behavior, donorCentrics helps you optimize the long-term value of your supporters. You can then focus on your strategies for acquisition, retention, upgrading, and reactivation of lapsed donors.



The collaborative benchmarking meeting, in which fundraising professionals from each participating organization meet for a group workshop to review the benchmarking reports together, provides important context for the data, clarifies the data trends, and facilitates the sharing of best practices.

Overall Performance Assessment

The OPA is a donor-centric analytical report that helps you understand fundraising program performance and donor giving behavior within your own organization, and to develop strategies to increase the value of your constituent relationships. The OPA is a great resource for establishing performance goals, communicating program performance to staff and board members, identifying areas for improvement, and preserving institutional memory during staff transitions.

Performance Dashboards

Your donorCentrics dashboards provide you with a fast, easy, and intuitive visual interface for analyzing fundraising program performance and constituent giving behavior. Using advanced data visualization techniques as well as point and-click filters, you'll have the flexibility to tailor performance results to specific donor sub-populations, sort views according to multiple criteria, and quickly access and download underlying donor account information. Dashboards provide assessments across your whole constituency, focused on giving behavior and fundraising performance.

Collaborative Benchmarking

Collaborative benchmarking brings your data to life, giving your organization the opportunity to collaborate more closely with your peers. The collaborative benchmarking meeting, in which fundraising professionals from each participating organization meet for a group workshop to review the benchmarking reports together, provides important context for the data, clarifies the data trends, and facilitates the sharing of best practices. The data provided shows each organization's results alongside peers instead of simply comparing one organization to a median or average, which can hide important details. This comprehensive approach allows you to understand the full spectrum of performance and where your organization fits in, permitting more insightful analysis and a comparison to each program independently.

To learn more or get started, visit blackbaud.com.

[Learn more](#)

WHAT ARE YOUR FUNDRAISING STRENGTHS AND WEAKNESSES?

Benchmarking allows you to level-set so you can create realistic goals based on current trends and real results from similar organizations for:

- Acquiring donors
- Retaining donors
- Upgrading gifts
- Recapturing lapsed donors

“The benchmarking meetings are life savers. In my opinion, they are more helpful than most conferences I have attended. The small group setting, paired with the benchmarking reports, really allows you drill down in the numbers, compare with colleagues to share ideas, or refresh the old tried-and-true strategies that become a little stale sometimes.”

— Kate Brennan, Director of Annual Giving and Development Communications, St. Louis University

About Blackbaud

Blackbaud (NASDAQ: BLKB) is the world's leading cloud software company powering social good. Serving the entire social good community—nonprofits, higher education institutions, K-12 schools, healthcare organizations, faith communities, arts and cultural organizations, foundations, companies, and individual change agents—Blackbaud connects and empowers organizations to increase their impact through cloud software, services, data intelligence, and expertise. Learn more at www.blackbaud.com.

