

# Stewardship Powered by Blackbaud

For higher education institutions, one of the most common reasons a donor stops giving is because they don't have insight into how the institution is using their gift.

Successful stewardship relies on the combination of donor and financial stewardship to provide transparency, build donor trust, and encourage ongoing support by giving the donor a comprehensive view of their lasting impact on the institution. Financial stewardship is the practice of using donor funds the way donors intended and being able to provide transparency on the details. Donor stewardship is the practice of cultivating, communicating, and building relationships with donors by providing information on how their funds are being used and how they are driving impact at the institution.

## Successful stewardship allows your institution to:

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- ✓ Establish donor trust
- ✓ Be transparent with donors about how funds are being used
- ✓ Ensure donors' scholarships are being awarded how they have been requested
- ✓ Retain donors and create loyal advocates on behalf of your institution
- ✓ Raise more money

## Financial Stewardship Powered by Blackbaud

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### Blackbaud Financial Edge NXT®

#### Cloud Fund Accounting Software

Blackbaud Financial Edge NXT manages financials for the institution or foundation and provides real-time fund data on demand. As a true fund accounting management solution, it ensures all donor funds are being used as intended.



### Blackbaud Award Management™

#### Scholarship Management & Donor Reporting Solution

Blackbaud Award Management ensures donor funded scholarships are being awarded in the way donors intended. It also gathers information about the students to provide added detail back to the donor to incentivize continued giving.

## Donor Stewardship Powered by Blackbaud

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### Blackbaud Raiser's Edge NXT®

#### Cloud Fundraising and Donor Management Solution

Blackbaud Raiser's Edge NXT provides a 360-degree view into the full engagement with a specific donor. Fundraisers can use the information at their fingertips to report on how funds are being used, provide updates on a specific fund, and provide detail on scholarships awarded and students impacted.



### Blackbaud Stewardship Management™

#### Innovative and Intuitive Stewardship Cloud Solution

Blackbaud Stewardship Management provides full scholarship reports back to donors that include details on how funds were used, fund updates, the students who received the scholarships, etc.

Discover how Blackbaud's solutions can empower successful stewardship at your institution today!

[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.