

The Total Economic Impact™ of Blackbaud Raiser's Edge NXT® and Grateful Patient Solution

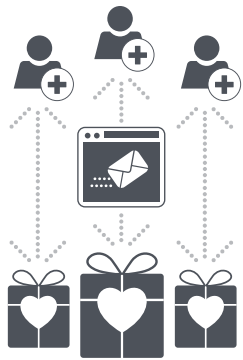
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This case study examines the impact that the Inova Health Foundation achieved with Blackbaud Raiser's Edge NXT, Grateful Patient Solution, and custom modeling.

INOVA HEALTH FOUNDATION FOCUSED ITS FUNDRAISING EFFORTS.

"It would be impossible to identify the right patients to talk to without Blackbaud because of the volume coming into our system every day."

Paige Moses,
Associate Vice President,
Inova Health Foundation



Increased fundraising from grateful patients via direct mail by **7.8x**

Increased direct mail patient list volume by **934%**

Avoided legacy solution costs of over **\$113K per year**

THE DIFFERENCE

- **Enhanced** prospect and donor stewardship
- **Streamlined** regular foundation processes to save over 2,000 staff hours annually
- **Expanded** data collection, analysis, and reporting
- **Enabled** gift officers to raise an additional \$429,511 over three years from grateful patients

Raised \$32.7 million in 2017



- Increased volume of grateful patient gifts raised by gift officers by **40%**
- Increased average gifts size by **28%**
- Recaptured at least **\$32K** of increased foundation employee productivity annually

WHO IS THE INOVA HEALTH FOUNDATION?



35 staff,
11 gift officers, and 2 researchers



Supports 5 hospitals,
along with community programs and a variety of other health-related services



In 2016, implemented
Blackbaud Raiser's Edge NXT, Grateful Patient Solution, and custom modeling



Click here to read the full report.

This document is an abridged version of a case study commissioned by Blackbaud titled: *The Total Economic Impact of Blackbaud Raiser's Edge NXT and Grateful Patient Solution, 2018.*