

CUSTOMER SPOTLIGHT

How Red Arc's Email Marketing Connector is helping Catherine Hamlin Fistula Foundation grow

**Catherine Hamlin
Fistula Foundation**



“The Email Marketing Connector greatly enhances efficiencies in sending and recording data from fundraising campaigns such as clicks, opens, and recent interactions with each supporter. Now all this history is present in [Blackbaud Raiser's Edge NXT], not just on the email marketing platform.”

— Uttam Tajhya, Head of Data and Donor Services, Catherine Hamlin Fistula Foundation

Discover how Catherine Hamlin Fistula Foundation has found success by embracing a new integration between Blackbaud Raiser's Edge NXT and email marketing automation platform Campaign Monitor.

In response to a large and growing pool of nonprofit organisations who use both Blackbaud fundraising CRM solutions as well as email marketing automation tools such as Campaign Monitor, Blackbaud partner Red Arc has released an integration to enable users to experience the best of both programs: the Email Marketing Connector.

“By combining the power of Blackbaud Raiser's Edge NXT with a leading email marketing automation platform like Campaign Monitor, our joint customers will enjoy a more sophisticated experience, with more control, to help them take the effectiveness of their email marketing and fundraising to a whole new level,” says Kevin Sher, President and General Manager of Blackbaud Pacific.

“We love that our customers have the ability to choose the technology that best aligns to their business model as that changes over time.”

Catherine Hamlin Fistula Foundation is powered by:
Blackbaud Raiser's Edge NXT®
Campaign Monitor
Email Marketing Connector

Building with our partners

Blackbaud worked with technology partner Red Arc to accelerate the development of the Email Marketing Connector which provides a best-in-class integration for organisations across the globe.

Red Arc founder Stu Hawkins says collaborating with Campaign Monitor on the Email Marketing Connector was a smooth and enjoyable process.

“We have a close relationship with them,” he says. “They’re great people. And because of that relationship, we’ve got access to a far greater technical interchange between the two platforms, which then makes it easier to build the integration.”

“While the integration was originally developed for use with Campaign Monitor, a range of email marketing platforms including Autopilot, Mailchimp and ActiveCampaign are also now supported.”

Going live with Catherine Hamlin Fistula Foundation

Uttam Tajhya is the Head of Data and Donor Services at the Catherine Hamlin Fistula Foundation. He’s been using Blackbaud’s Raiser’s Edge NXT for almost 15 years, and is excited about the possibilities the Email Marketing Connector is opening up for their organisation.

The integration automates data synchronicity between the systems, which safeguards organisational processes into the future. Tajhya explains how vital this is:

“Myself, the staff, my CEO – we’re just the custodians. We won’t be here forever, so we need to record all data as best as possible so that if someone new comes on board in the future, they’ll know exactly what has happened.”

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From setup to ongoing support

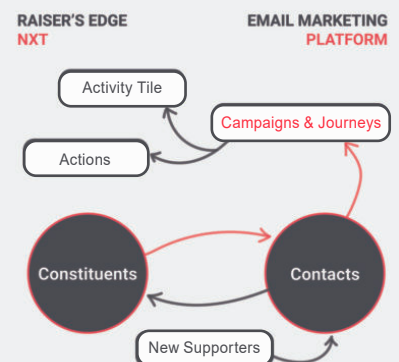
The setup process to install the Email Marketing Connector was smooth sailing for the Catherine Hamlin Fistula Foundation.

Tajhya says Red Arc were there to support the process the whole way through – by providing thorough instructions and setup guides, and stepping in with technical assistance if needed, too.

“The documentation was really good. I followed it step-by-step, and didn’t need any help until the end”. And at that point, Red Arc staff were ready to dive in and smooth things out to finish the process.”

HOW DOES THE EMAIL MARKETING CONNECTOR WORK?

Red Arc’s Email Marketing Connector allows you to seamlessly integrate Blackbaud Raiser’s Edge NXT with your dedicated email marketing platform, making them operate as a single solution.





“Blackbaud’s dedication to the ongoing development of their products and features sets the company apart, giving organisations the confidence that their software systems will grow with them into the future.”

– Uttam Tajhya is the Head of Data and Donor Services, Catherine Hamlin Fistula Foundation

And when it comes to Campaign Monitor, Tajhya says, “It’s like drag and drop. It’s so simple, so beautiful, so easy.”

Ensuring better results for your organisation

Since using the Email Marketing Connector, Catherine Hamlin Fistula Foundation has seen an increase in supporter engagement with their marketing campaigns.

The integration has also led to numerous efficiencies across other organisations, including the University of Wollongong.

The Email Marketing Connector has allowed them to:

- Track opens, clicks, bounces and unsubscribes automatically
- Measure KPIs for email campaigns
- Save anywhere between 5–10 minutes per email sent, as globally adding actions for 2000 people now takes an average of a minute.

Tajhya says one of the best parts of working with Blackbaud is the team’s responsiveness to development ideas, like the introduction of the Email Marketing Connector integration.

“Blackbaud’s dedication to the ongoing development of their products and features sets the company apart, giving organisations the confidence that their software systems will grow with them into the future”, he says.

Interested in finding out more about connecting your Blackbaud software with your organisation’s email marketing automation tool? [Get in touch today](#) and unlock a world of possibilities for your organisation.

[Learn more](#)

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organisations to increase their impact through software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, healthcare institutions, and the individual change agents who support them.

