

CUSTOMER SPOTLIGHT

Historical Society of Central Florida



HISTORICAL SOCIETY
OF CENTRAL FLORIDA

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—Sharon Early,
Business Manager

The Historical Society of Central Florida, Inc. was founded in 1971 as the Orange County Historical Society, but its roots go deeper into Central Florida’s past. The group’s mission began in 1942, when history supporters opened a small exhibit in downtown Orlando. In 2000, the museum transformed into the larger Orange County Regional History Center. Housed within the county’s restored 1927 courthouse building, the Historical Society of Central Florida has a mission to preserve Orange County and Central Florida heritage.

The Historical Society of Central Florida Becomes More Agile with Altru and Financial Edge NXT

After years of struggling to access the information to make strategic decisions, the Historical Society of Central Florida (HSCF) team needed a solution that could consolidate ticketing, fundraising, and membership, while working with their accounting solution to simplify and streamline financial reconciliations. For a complete, 360-degree view of supporters with powerful financial reporting, the organization transitioned to Blackbaud’s cloud-based Altru and Financial Edge NXT.

With Financial Edge NXT and Altru working together, HSCF staff is more organized and efficient. Monthly financial reconciliations that previously took

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ten days now take three. “With everyone using our two Blackbaud solutions, Altru and Financial Edge NXT, we can easily check and verify every piece of information. That means our staff can trust the data they see,” says Business Manager Sharon Early.

Whether they’re at the Visitors Services desk, out and about meeting donors, or working in the office, every HSCF staff member can view a complete supporter profile in one constituent record using Altru. Staff can even access Altru from mobile devices, giving the organization the freedom to hold events anywhere. Altru also provides HSCF with intuitive online ticket sales, saving time that would otherwise be spent handling sales over the phone.

HSCF has better insight into revenue trends thanks to Financial Edge NXT reporting and dashboards. Through a user-friendly interface and drillable reports, the organization is able to leverage its data to make smart financial decisions as quickly as possible for the next quarter. Even better, the use of one technology partner for the organization’s ticket sales, fundraising, and financial accounting simplifies support and training, with no blame game. As Sharon explains it, “Financial Edge NXT helps us track where funds are coming from and going to, which means we can make better decisions and are able to be more nimble.”

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About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud provides software, services, expertise, and data intelligence that empowers and connects people to advance the social good movement. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, and the individual change agents who support them.