

Blackbaud Raiser's Edge NXT™

Smart Cloud Fundraising and Supporter Management for Nonprofits

For more than 30 years, Blackbaud has developed and delivered powerful solutions that help nonprofit organizations around the world further their causes and do even more good. Now, with Blackbaud's NXT solution line, nonprofit professionals have access to the industry's most advanced, fully integrated cloud suite designed exclusively for them. Blackbaud's cloud solutions offer unmatched intelligence, accessibility, performance, and user experience through the NXT solution line—all with dramatically reduced IT and third-party costs, hassle-free upkeep, complete security, and the world's largest support network.

The Only Cloud System Custom-Built for Nonprofits

Blackbaud Raiser's Edge NXT's advanced technology will help you operate more efficiently, reach and engage new donors, and retain and expand existing donors. It's delivered in Blackbaud SKY®—Blackbaud's unique and open cloud platform—the only fast, reliable, and secure cloud that truly integrates core solutions for the specific needs of nonprofits.

Performance and Support Like You've Never Seen

Blackbaud Raiser's Edge NXT pulls together your processes and people to move your entire mission forward. It is backed by three decades of ideas and best practices collaborated on by the world's best fundraisers, combined with the breadth and depth of experience only Blackbaud can offer. It comes to you on one cloud platform that's fast and secure, and it delivers automatic enhancements every one to two months.

“Blackbaud Raiser's Edge NXT has not only freed up our time but also our financial resources. We are able to reach more alumni, and we are no longer mailing to bad addresses or calling bad phone numbers. Because we are getting the right information in the right hands, we're raising significantly more—especially from first-time and lapsed donors!”

—Megan Thie,
Director of Advancement Services,
Phi Kappa Psi Foundation™

OPERATE MORE EFFICIENTLY.

Blackbaud Raiser's Edge NXT™ allows organizations to operate more efficiently by streamlining data, reporting, and processes to set a stable foundation for growth in one smart, all-inclusive cloud solution.

- **Streamline your fundraising.**
Save time and money by consolidating disparate processes, communications, and donor data into one easy-to-use donor information management solution.
- **Achieve a clear view of performance.**
Make smarter, more efficient decisions with intuitive reporting and dashboards that track key nonprofit metrics, such as donor retention and acquisition.
- **Connect your nonprofit.**
Easily access and share information across your organization with an open, cloud platform that integrates data across systems.

REACH AND ENGAGE NEW DONORS.

Blackbaud Raiser's Edge NXT makes it easy to reach and engage new donors with acquisition tools that help you communicate and fundraise more effectively, bringing new supporters to your organization.

- **Raise more money.**
Automatically process online donations, pledges, and payments through your website—no manual entry required.
- **Reach more supporters.**
Increase reach with data enrichment services that find missing addresses, emails, and phone numbers for you.
- **Increase engagement.**
With simple email marketing, it's easy to engage with supporters and understand the impact of your campaigns across multiple channels.

RETAIN AND EXPAND EXISTING DONORS.

Blackbaud Raiser's Edge NXT comes standard with the cultivation tools that help you act on key insight to retain your existing donors and grow your donor base over time.

- **Expand your reach.**
Maximize your programming with advanced tools and insightful metrics for events, volunteers, members, and diverse programming.
- **Retain more supporters.**
Discover donors at risk of lapsing and take action to drive more recurring gifts.
- **Upgrade major donors.**
Target top prospects to solicit gifts with wealth analytics that finds likely major donors and recommends the gift size you should be asking for.

Subscription Packages

Blackbaud Raiser's Edge NXT is a holistic solution with online fundraising, analytics, payment support, and training in one subscription price. Get started quickly with minimal upfront investment and comprehensive, value-added packages that reduce the need to purchase add-on modules:

- Blackbaud University On-Demand Training
- Database/CRM Systems
- SKY Reporting™
- Data Health Scorecard
- AddressFinder™
- EmailFinder™
- PhoneFinder™
- Wealth Ratings
- Major Donor Identification and Suggested Ask Amounts
- ResearchPoint™ (Starter)
- Fundraising Work Center
- Simple Email Marketing
- Events
- Volunteer
- Membership
- BBMS Payment Processing

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, healthcare institutions, and the individual change agents who support them.

