

The Raiser's Edge(i)™

for Canadian Organizations



More Than Just Fundraising.

Insight. It's what you achieve with The Raiser's Edge(i). It's also what we've gained from speaking with nonprofit customers like you every day for 30 years. After hearing about your most common challenges and questions, we've built the technology platform that gives you the solution you need to deliver on your mission's goals. You asked:

- How can I educate and communicate with my supporters to get them involved?
- How can I engage and cultivate meaningful relationships?
- How can I appreciate and retain my best supporters?
- How can I measure and manage success?

The answers are in the power of The Raiser's Edge(i), the only solution that's designed to provide you with insight and guidance through every stage of the supporter journey.

The Raiser's Edge(i): Fundraising and Supporter Management

The world's most popular fundraising and supporter management solution just got even better by combining best-of-breed technology with data enrichment services, ongoing training and support, and proven nonprofit expertise to provide a clear path toward accomplishing your mission. It can help you:

Start with clean and accurate data: Ensure that the information in your database is accurate and current with Blackbaud's **AddressFinder™** service, so you can avoid costly and embarrassing mistakes. Increase your revenue by reaching more constituents and saving money with less wasted postage and fewer returned mail-pieces.

Rest assured that your data is secure: Rely on state-of-the-art technology and our enterprise-class hosting facility in Vancouver, BC that emphasize security, availability, and performance. Get 24/7 remote access to The Raiser's Edge(i) anytime from anywhere via a web browser, and with 99.9% uptime, your applications are always available.

"I'm really impressed with the recent email campaign I just sent from The Raiser's Edge(i). I couldn't believe how easy it was to upload the text to the system. The Raiser's Edge(i) is unbelievably intuitive and so simple to use."

— Patty Schulz
Development Officer
Angel Foundation

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Personalize communication for every audience: Keep your supporters engaged on their terms by customizing your messages with The Raiser's Edge(i). Create and send personalized email appeals, targeted mailings, thank-you messages, and eNewsletters based on your supporters' interests.

Measure your success: Track and manage your performance. The Raiser's Edge(i) is much more than just a database — it enables you to make better decisions through powerful segmentation, analysis, one-click reporting features, and role-based dashboards for each of your staff members.

Provide one holistic view of your supporters: Achieve one record of all your supporter information with seamless integration in The Raiser's Edge(i). Eliminate data silos so you can make the most of your relationships.

Raise more money with better managed events*, grants, and appeals: Improve effectiveness and bottom line growth with every reach using event management and cultivation tools in The Raiser's Edge(i).

Grow your supporter base with volunteer, membership, and alumni management: Better solicit, manage, coordinate, and track your supporters' activities with The Raiser's Edge(i). Now, the one-size-fits-all approach to software is a thing of the past. Get a solution that's tailored to your needs, right out of the box.

Increase efficiency, saving time and money: Focus more time and energy on delivering your mission with built-in best practices in The Raiser's Edge(i). Make the most of your time by automating tasks, navigating the system seamlessly from one central starting point, and processing supporter communications with the click of a mouse.

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Get incredible value out of what's included in The Raiser's Edge(i):

The Raiser's Edge(i) is the first — and only — fundraising and supporter management solution with so much value built in:

Category	Features	
Data Enrichment Services	<ul style="list-style-type: none"> AddressFinder 	
Comprehensive Supporter Relationship Management	<ul style="list-style-type: none"> Donor Management Microsoft® Integration Relationship Tracking Contact Management, Including Foundations and Corporations 	<ul style="list-style-type: none"> Volunteer Management* Event Management* Membership Management** Alumni Management**
Online Marketing	<ul style="list-style-type: none"> Online Fundraising Email Marketing Supporter Profile Management 	<ul style="list-style-type: none"> Newsletter Subscription Online Transaction Manager PCI Compliance to Protect Your Supporters
Fundraising	<ul style="list-style-type: none"> Pledge and Recurring Gifts Management Batch Gift Entry Revenue Forecasting Split Gift Designation One-Click Acknowledgements 	<ul style="list-style-type: none"> Major/Planned Gift Cultivation and Tracking Database Segmentation Campaign Management Honour/Memorial Giving and Acknowledgement
One-Click Reporting	<ul style="list-style-type: none"> 200+ Built In Reports 	<ul style="list-style-type: none"> User-Defined Dashboards for Quick Access
Easy Access	<ul style="list-style-type: none"> Role-Based Logins with tailored Homepages and Reports for Each Staff Member 	<ul style="list-style-type: none"> Task Automation Web Delivered
Support	<ul style="list-style-type: none"> Unlimited Live Support Web-Based Training 	<ul style="list-style-type: none"> Product Upgrade Notifications

What Can (i) Do For YOU?

Simply put, the power of The Raiser's Edge(i) is its ability to help you attract and retain supporters, raise more funds, make better use of time and resources, improve organizational effectiveness, and enable your mission.

*Volunteer Management and Event Management are included at no cost in The Raiser's Edge(i) Premium package only. These functions are available at an additional cost in The Raiser's Edge(i) Basic package.

**Depending on the type of your organization, you may choose to include ONE of the following functions: Membership Management or Alumni Management. These functions cannot be combined without an additional cost.

Discover the power of (i) today.

Contact us at 800.443.9441 or solutions@blackbaud.com to learn more. ►