

# Blackbaud® NetCommunity™ for Membership Organizations

Blackbaud's Internet solutions enable organizations to build stronger relationships by creating a personalized online experience for their supporters, resulting in increased financial support and improved retention.

## PERSONALIZED COMMUNICATION AND ONLINE SELF-SERVICE

With **Blackbaud NetCommunity**, organizations can build an interactive website, personalize communications, and give supporters the online self-service features they've been asking for from your organization to increase their participation and loyalty year over year. Using **Blackbaud NetCommunity** and **The Raiser's Edge**®, you can simplify your membership acquisition and renewals by allowing individuals to sign up and renew their memberships online. When your supporters return to your website for updated information, make a donation, register for an event, or keep in touch with their peers, you'll position your organization for a lifetime of support by providing a personalized, targeted content experience.

### **Blackbaud NetCommunity offers easy-to-use online tools that add compelling website functionality, including:**

- User-friendly content management tools to build your online community or your entire website
- Searchable online directories and job/mentor boards
- Ability to accept/reject all online profile and membership updates to **The Raiser's Edge**
- Simplified set-up for online memberships, event registrations, discussion groups, and directories
- One database for your staff to manage, plus many more features to help you gain support of your mission

### **Benefits to the organization:**

- Build a complete view of constituents with easy access to both online and offline interaction
- Foster deeper loyalty and gratitude in members, donors, and board members with enhanced services for all your constituents
- Decrease costs and errors by eliminating manual data entry into **The Raiser's Edge**
- Support round-the-clock service for donations, event registration, membership acquisition, and profile updates
- Give approved staff the ability to update assigned content without any HTML experience
- Cut back on pricey print mailings and efficiently communicate 24/7 with an interactive website

### **Benefits to the member/supporter:**

- View custom communications on the web or through newsletters that match their targeted interests
- Enable secure access to information about discussion topics, directories, and relevant areas of interest from anywhere, at any time
- Take advantage of easy-to-use self service features to securely donate, register and/or purchase a membership, buy a product, view giving history, update online profiles, or register for an event



Broaden relationships, build loyalty, target your message, and increase support with:

- Targeted content
- One online/offline database
- Endless communication options
- Personalized electronic and viral marketing
- Advanced online giving
- Personal pages
- Advocacy
- Directories
- True integration with **The Raiser's Edge**

## Key features and benefits

### FOR YOUR SUPPORTERS

**Personal Pages:** Give your members or supporters the ability to create their own personal web pages on your site to help them communicate about your organization with their families and friends.

**Weblogs/Blogs:** Keep supporters coming back to your website to collect and exchange information of interest, including personal feedback, commentaries, news updates, and links.

**Personalized Online Giving Options:** Allow your supporters to make easy online donations in a secure environment. You create personalized donation forms with fund designation and dynamic giving levels based on a donor's profile and giving history.

**Integrated Advocacy:** Rally support by allowing your constituents to contact one another and the media on issues that impact your organization's mission.

### FOR YOUR ORGANIZATION

**Content Management System:** Allow nontechnical users to create and update content in real time with straightforward development tools available through a web-based interface.

**Constituent Relationship Management (CRM)**

**Solution:** Consolidate all interactions with your supporters — both online and offline — into one best-of-breed nonprofit database solution.

**Integrated Transaction Processing:** Automate the setup and processing of online donations, profile updates, membership, fundraising events, advocacy, polling, event payments, and registrations.

**Event Calendars and Registrations:** Display event calendars and offer online event registration to allow targeted individuals to register and/or pay for single or multiple events in one transaction.

**eCommunications Center (email & eNewsletters):** Manage all online communications, including design templates, target recipient lists, personalization options, and immediate/automatic/scheduled sending options.

**Multiple Facility Management:** If you have regional facilities, you can provide each location the ability to maintain its own website, along with the profiles of its supporters.

**Membership:** Easily manage membership signup, renewal, and upgrade opportunities. Offer exclusive content, web pages, and features for each secure-login membership level.

**Document Sharing and Distribution:** Upload, host, and share documents with targeted individuals based on login security rights (perfect for annual reports, financial updates, or meeting minutes).

**Polls/Surveys:** Create and publish poll and survey questions so you can gauge constituent feedback and understand supporter preferences to better target future communications.

**Author Security:** Protect your website with unique sign-in and password security settings designated for individuals responsible for updating web pages or sections of pages.

**RSS News Reader:** Expand the fresh content on your site with little effort by hosting news feeds from thousands of reputable online news sources to pique your supporters' interests.

**Content Publication and Expiration:** Set "from" and "to" dates for page content to determine when content should be published or expire.

**Slideshows:** Upload multiple photos or images to share in a slideshow display.

**Chapter Management:** Create subsets or chapters within your membership or supporter base. Delegate website content and member profile management to that chapter.



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