

Call Center[™] for The Raiser's Edge[®]

When you're looking for support, there's little you can do that can take the place of personal contact; it's the single most effective way to solicit gifts.

Phone-a-thons are a great way to achieve that personal contact to bring in those extra fundraising dollars. Did you know that phone calls have been shown to speed up response times and can generate up to eight times more response than traditional direct mail?

If your organization conducts phone-based campaigns or would like to in the future, **Call Center** for **The Raiser's Edge** can help!

The screenshot shows the 'Call Center' interface for a donor named Mr. Benjamin E. Connor, Jr. Key sections include:

- Donor Info:** Name, address (45 Fairfax Road, Richmond, VA 23229), phone (804-741-5241), and spouse Mrs. Allison D. Connor.
- Donation Information:** Pledge amount (\$400.00), gift amount, credit card type (MasterCard), and expiration date (06/2010).
- Education:** University of Richmond, Bachelor of Science in Business, 1987.
- Gift History:** A table showing gifts from 12/01/2008 to 07/16/2007, including a \$100.00 recurring gift for 'INTERNATIONAL International Relief Fund'.
- Action History:** A table showing calls made on 04/15/2009 and 04/13/2009 by William Jenkins.
- Matching Gift Information:** Match ratio of 1 and a maximum gift amount of 25/5000.

BENEFITS OF CALL CENTER FOR THE RAISER'S EDGE

Call Center for **The Raiser's Edge** makes managing calling activities easy. Because **Call Center** is directly integrated with **The Raiser's Edge**, information is seamlessly shared. Your callers' actions — such as changes to contact information, pledges, and updates — all show up in your fundraising system. Plus, because your callers are logging in to the **Call Center** module, *there is no need to purchase additional Raiser's Edge user licenses.*

Call Center provides a screen that prompts callers for each piece of information that needs to be collected. Using a constituent query, a call list is presented to each caller, one constituent at a time. It can accommodate 20 or more callers at a time, and enables callers to accept one-time gifts, pledges, recurring gifts, and credit card payments, all of which are designated to the fund of the caller's choice.

Call Center for **The Raiser's Edge** is ideal for organizations that:

- Currently host phone-a-thons or would like to take advantage of this proven fundraising method
- Want to increase call center productivity
- Want to improve relationships with their constituents through personal interaction
- Want to speed up response time
- Want to simplify data entry and reduce training requirements for callers

Call Center will allow you to:

- Evaluate each caller's productivity by reviewing calls made and pledges created
- Evaluate the center's productivity with easy reporting
- Maintain more accurate constituent contact information
- Accept one-time gifts, pledges, recurring gifts, and credit card payments
- Record the constituent's level of interest via an easy-to-use note field
- Have multiple callers using the same call lists without overlapping
- Simplify data entry by enabling you to consolidate it in one place
- Process payments automatically

Fundraising activities that use various methods of communication are proven to result in higher levels of giving and engagement. Phone-a-thons are one of the most critical components of multi-channel fundraising, and **Call Center** can help you successfully and easily manage your calling campaigns.



800.443.9441

solutions@blackbaud.com

www.blackbaud.com

Blackbaud, Inc.
2000 Daniel Island Drive
Charleston, SC 29492
© April 2009