

CUSTOMER SPOTLIGHT

Grand Canyon Conservancy

All photos are courtesy of GCC

**GRAND CANYON
CONSERVANCY**

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—Cassie Chilcutt, Prospect Research Manager

As Grand Canyon Conservancy prepares for a big fundraising campaign, the nonprofit is tapping the potential of artificial intelligence and automation provided by Prospect Insights, a powerful new tool in Blackbaud Raiser's Edge NXT that's helping shape the portfolios of GCC's fundraisers.

Grand Canyon Conservancy leverages power of AI to identify top major gift prospects

Cassie Chilcutt's love for U.S. National Parks developed on family vacations when she was younger and eventually led her to join the fundraising team for Grand Canyon Conservancy, the official philanthropic and collaborative partner of Grand Canyon National Park. “The canyon still takes my breath away,” she said, half a year after taking on her new role.

Her organization's mission is to inspire generations of park champions to cherish and support the natural and cultural wonder of Grand Canyon. “As a prospect research manager, I help our gift officers identify major gift opportunities for the canyon,” Chilcutt explained. “Identifying prospects who can support our mission and partner with us to support this natural beauty is very motivating.”

**Grand Canyon Conservancy
is powered by:**

Blackbaud Raiser's Edge NXT®

As GCC is ramping up for a major fundraising campaign, the nonprofit added Chilcutt's position and several others while adopting Blackbaud Raiser's Edge NXT, the leading software for fundraising and relationship management. Chilcutt was already well versed in Raiser's Edge NXT thanks to her previous work in higher education fundraising, and as she started at GCC, she was one of the first Blackbaud users to tap into a game-changing new tool now offered within Raiser's Edge NXT: Prospect Insights.

Elevating Fundraising with Prescriptive Actions

GCC's fundraising team uses Raiser's Edge NXT daily to track constituent actions, gifts, opportunities, and other data. "Raiser's Edge NXT is the center of our team's work," Chilcutt explained.

They also use the software's embedded intelligence to make predictions, set goals, establish their roadmap, and share the big picture with others. "We're able to take the data we've tracked and show it to leadership, to explain to people who are not fundraisers what philanthropy looks like and what we are doing."

"Costs are important for all nonprofits, and using data in a strategic way helps us save time and money that can go back to support our mission."

—Cassie Chilcutt,
Prospect Research Manager



With 30 years of expertise "built in," Raiser's Edge NXT now offers Prospect Insights, which harnesses powerful data combined with advanced artificial intelligence and machine learning capabilities. Prospect Insights makes essential giving capacity and likelihood indicators available through a simple in-app interface and provides prescriptive recommendations to streamline major gift fundraising for small to mid-size organizations.

Rather than simply adding data to constituent records, Prospect Insights provides ongoing prescriptive guidance for fundraisers to optimize their major gift portfolios, which Chilcutt leveraged soon after she joined GCC.

"When I started, we completely wiped out everyone's portfolios," she said. Many of the previous portfolios were oversized and filled with prospects that did not have a high likelihood to give—two gift officers had taken on around 120 constituents each. With Prospect Insights, Chilcutt can access an automatically generated list of assigned prospects with low major gift potential, review relevant giving and capacity indicators, and remove low-likelihood prospects from portfolios all within one modern interface.

In a short amount of time, she created a set of new portfolios designed for impact that she assigned to gift officers and select GCC leaders. The number of prospects assigned to the two gift officers who manage most of the major gifts had been reduced by more than a third compared to their previous portfolios.



Energized by Promising Portfolios

“Prospect Insights has helped me identify the correct constituents to place into gift officer portfolios,” Chilcutt said. “We can also use the snapshot wealth and giving data within Prospect Insights to make more educated asks of our constituents.”

In one case, Prospect Insights illuminated the giving capacity of a supporter who is a billionaire, showing GCC leadership and gift officers that they should be requesting much more from the donor.

With artificial intelligence continuously assessing active constituents and portfolios within Raiser’s Edge NXT to update its recommendations, Chilcutt feels well-positioned to manage healthy churn across all portfolios going forward. Prospect Insights automatically tracks the overall health of each gift officer’s portfolio and prescribes actions for qualifying, assigning and soliciting high likelihood major gift prospects. Chilcutt said she expects the guided experience will improve efficiency and boost ROI for the fundraising team.

“Costs are important for all nonprofits, and using data in a strategic way helps us save time and money that can go back to support our mission.” Plus, she admitted, “Prospect Insights has just been really fun to use.”

With Blackbaud, GCC has an innovative technology partner they can count on as they aim higher for the sake of Grand Canyon National Park and the park’s champions. And with Prospect Insights, Chilcutt knows they have powerful intelligence that will continue to transform what’s possible. “I’m excited to see how Prospect Insights grows to meet even more of our needs.”

Maximize your team’s fundraising potential.

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Number of prospects in major gift officer portfolios **reduced by more than 1/3** after removing low-likelihood prospects



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About Blackbaud

Blackbaud unleashes the potential of the people and organizations who change the world. As the leading software provider exclusively dedicated to powering social impact, Blackbaud expands what is possible across the nonprofit and education sectors, at companies committed to social responsibility, and for individual change makers. Built specifically for fundraising, nonprofit financial management, digital giving, grantmaking, corporate social responsibility and education management, Blackbaud’s essential software accelerates impact through unmatched expertise and powerful data intelligence. Millions of people across more than 100 countries connect, give, learn, and engage through Blackbaud platforms.

