

CUSTOMER SPOTLIGHT

College of Charleston



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College of Charleston continues to lean into technology that streamlines and energizes fundraising. With Blackbaud Raiser's Edge NXT and supporting software, the historic institution draws on powerful data, insights, workflows, and event-organizing tools to help fundraisers build impactful relationships with donors. The results are clear, with the College receiving gifts from nearly 2,300 donors—totaling \$6.7 million—around one day of giving.

CofC maximizes gift officers' potential with software built for their needs

Founded in 1770 in South Carolina, the College of Charleston is a nationally recognized, public liberal arts and sciences university. To maintain its vision to be a transformative national university redefining liberal arts education through innovation, the College relies on Blackbaud Raiser's Edge NXT to maximize fundraising and build high-impact donor relationships.

The robust dashboards and reporting within Raiser's Edge NXT help organizations better execute fundraising strategies and improve transparency across departments. At the College, the advancement services team creates custom dashboards for gift officers, giving them the ability to take more ownership of their portfolios.

**College of Charleston
is powered by:**

Blackbaud Raiser's Edge NXT®
ResearchPoint™

Previously, gift officers would have to manually run queries or keep an Excel spreadsheet of how they were progressing toward their goals. “Our gift officers know exactly where they are to date with their goals and what metrics are being used to measure their success,” said Jenny Alstad, director of prospect management and research. “It empowers the gift officers to really know their portfolios and make sure they’re focused on who they’re soliciting and the pace they’re moving donors through the cultivation process.”

Having these insights and dashboards has been a huge time savings for both gift officers and the advancement services team. Gift officers no longer need to rely on advancement services to run a query or pull a list. The gift officers can deep dive into the analytics themselves. “It gives them good autonomy because it’s available on demand,” Alstad said. “Gift officers don’t have to wait on us to produce these lists and reports. It’s as simple as hitting the refresh button on what’s been built out for them.”



Software that Benefits Everyone

The advancement services team also creates custom dashboards for deans and school division partners who are interested in seeing what gifts are being dedicated to their school. Lindsey Copeland, senior director of analytics and database management, used to pull lists constantly for as many as 10 different divisions. “Raiser’s Edge NXT is a huge help and saves me so much time,” she said.

Annual leadership gift officers utilize the workflow process in Raiser’s Edge NXT to help create cadences for communication and solicitation, “which helps them stay on track of their 30-, 60-, and 90-day communication strategy,” said Laurie Soenen, executive director of advancement services. “They also relied on these workflows to support their stewardship efforts. If a gift had been made or a donor had a birthday, they were notified to engage and connect with those donors.”

CofC also draws on Blackbaud’s ResearchPoint™, which combines the industry’s best, most comprehensive individual wealth and philanthropic insight to drive results. “We use ResearchPoint to lead our entire prospect management strategy,” said Copeland. “It’s been essential for how we prioritize our large database and portfolios.” Once a gift officer’s portfolio has been populated, the team also uses the insights to help guide their ask amounts and donor engagement strategies.

Raiser’s Edge NXT event management and follow-up tools—complete with registration, payments, custom participant information, email and more—make preparing for any event seamless. The team provides designated individuals across campus access to the module so they can see who has registered to attend their event. “We can also modify user access so some



\$6.7 million

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for the fourth
annual CofC Day



people can add and manage the registration lists, which is a huge timesaver for our team and especially our division for external events being held that isn't hosted our department," Copeland said.

Setting the Foundation for Giving Day Success

The College's fourth annual CofC Day had nearly 2,300 donors giving \$6.7 million. Leveraging Raiser's Edge NXT, gift officers prepared and rallied support from donors and tracked and monitored gifts leading up to the day.

The fundraising team created a custom insight tied to proposals and opportunities to track gifts and used Raiser's Edge NXT's Insight Designer as a reporting tool. Soenen explained that gift officers used the data to have conversations with donors about how they wanted to support the day and would enter proposals linked to the giving day. This gave everyone visibility into the progress made ahead of the day. Once all the gifts were processed, the team used Raiser's Edge NXT to determine how much was raised.

"Developing an innovative process to track the gifts that can feed into a report that then later helps me determine what was a true, natural organic gift versus what our major gift officers brought in was life-changing," explained Copeland. "With Blackbaud software, I know we'll continue to grow our community of supporters and pursue our fundraising goals with confidence."

Maximize your team's potential.

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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.

