

CUSTOMER SPOTLIGHT

Norfolk SPCA



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—Cara Olsen, Donor Relations Manager

The Norfolk SPCA seeks to reduce the need in its community for the sheltering of companion animals and to provide the highest quality of care and adoptions when sheltering animals is necessary. To work toward this mission, the Norfolk SPCA relies on Blackbaud Raiser’s Edge NXT to make smart, data-driven decisions and build strong supporter relationships to raise the funds needed annually.

Norfolk SPCA leverages data-driven strategy to tailor appeals on behalf of companion animals

Established in 1892, the Norfolk SPCA treats, rehabilitates, and finds forever homes for household companion animals throughout the Hampton Roads region of Virginia, and operates two veterinary clinics open to the public. One of the nation’s oldest animal welfare organizations, the Norfolk SPCA advocates for animals, offers educational programs, and supports partnerships with other shelters and animal control agencies.

The Norfolk SPCA relies solely on support from compassionate individuals, local businesses, and other organizations. The organization leverages Blackbaud Raiser’s Edge NXT, the leading software for nonprofit fundraising,

The Norfolk SPCA is powered by:

Blackbaud Raiser’s Edge NXT®

Blackbaud University

to manage its 18,000+ constituent records, drive increased responses for appeals, and engage existing and prospective supporters.

New to the software when she joined Norfolk SPCA, Donor Relations Manager Cara Olsen took advantage of the Blackbaud product fundamentals courses provided by Blackbaud University. “With the BlackbaudU Campus courses, I was able to create a policy and procedures manual to follow,” Olsen said. “As we grow, new staff will have something to follow, and it ensures all the information within Raiser’s Edge NXT is uniform.”

Making the Most of Events

Raiser’s Edge NXT offers organizations giving insights and guidance to help them find their best prospects with the highest capacity and propensity to give. “We’re a very data-driven organization, and Raiser’s Edge NXT complements our need to develop specific criteria to build a list of prospective donors for each appeal,” Olsen said. “It helps keep me organized, and I know which donor to target for any type of ask, whether it’s a direct ask by an SPCA employee or board member, a direct mail appeal, an event sponsorship or another type of opportunity.”



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—Cara Olsen,
Donor Relations Manager

Raiser’s Edge NXT is equipped with event management and follow-up tools to help organizations turn event attendees into supporters. Witches & Whiskers in October is the Norfolk SPCA’S largest annual fundraising event, with nearly 150 returning guests who attend year after year and always give at the event.

The SPCA relies on table sponsors to bring additional guests who may turn into donors outside of the event. Since the first annual event in 2017, the SPCA has captured information for more than 155 Witches & Whiskers guests to incorporate in subsequent appeals.

With Raiser’s Edge NXT, Norfolk SPCA has a complete view of each constituent’s interaction with the organization and can use this information to better steward donors. This past March, the team hosted a luncheon for the 52 legacy donors who have put the Norfolk SPCA in their wills.



155

constituent entries captured from annual Witches & Whiskers event for subsequent appeals

“During the luncheon, we provided updates about a newly established fund that focuses on the mental and physical well-being of our shelter animals,” Olsen said. “One member who typically donates annually found this new fund fascinating and donated a big gift of \$5,000 and then pledged another \$5,000 that the donor is going to fundraise from other people.”

Turning Adopters into Donors

Norfolk SPCA rehomes an average of 1,500 to 1,700 animals in their region every year. A common misconception is that city SPCAs are associated together or are a part of a national SPCA, but they are not. In fact, Norfolk SPCA depends heavily on community support to fund their daily operations. “We always do our best to engage with adopters and turn them in to donors because they don’t realize we’re a nonprofit,” Olsen said. “Raiser’s Edge NXT gives us the tools needed to have a better chance at converting these adopters into donors.”

With the right fundraising software and staff in place, the Norfolk SPCA can more confidently work toward its mission to reduce the need in its community for the sheltering of companion animals. It currently has an average of 115 corporations and organizations that donate annually and is looking to increase this number. “To help do so, we hired a community outreach coordinator last year, and with Raiser’s Edge NXT, I’m confident they will be able to,” Olsen said.

Maximize your team’s potential.

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Norfolk SPCA



18,091

constituent records



115

annual corporate/
organization donors



1,500-1,700

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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.



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