
CUSTOMER STORY:

A Snapshot of *beyondblue* & Raiser's Edge

In just two and half years since implementing Raiser's Edge® & NetCommunity™, *beyondblue* has tripled their fundraising and now manage 10 times the number of supporters in their database. We asked Joshua Donchi, Fundraising and Partnerships Manager at *beyondblue* to share his experience on partnering with Blackbaud Pacific.



When beyondblue first launched [Raiser's Edge] we had approximately 10,000 donor and supporters 2 ½ years ago. We now manage over 110,000 through Raiser's Edge. In this time we have been able to triple fundraising which is very exciting for us."

—Joshua Donchi, Fundraising and Partnerships Manager at beyondblue

Before Raiser's Edge, how was *beyondblue* managing supporters?

We didn't have a way to formally keep details of all our fundraisers, donors, volunteers and members in one system, so we wanted a solution where we could store everyone in the one system. We needed to be able to accurately track each of their donations and interactions with us so that we could really build a profile of each of our supporters.

What functionality in Raiser's Edge has allowed you to grow your fundraising program?

We have found the action tracks for our community fundraising to be vitally important in making sure we communicate effectively with our fundraisers.

Raiser's Edge has really just streamlined our process and allowed us to keep track of everything very accurately. All money which is donated to *beyondblue* goes through our donor management system.

How has Raiser's Edge assisted in building relationships with your supporters?

Raiser's Edge has given us a "one stop shop" where we can securely house all our interactions with our fundraisers and keep a full profile of them. From this we are better able to target our donors with more meaningful communication.

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Raiser's Edge has changed how we integrate all the online donations and store all our supporters information in one area."

How does your team use Raiser's Edge in their daily tasks?

Raiser's Edge has had the biggest impact. Before (the system) we could not track when a person was holding their event and when we should follow them up. We now get automatic reminders, so from a customer service point of view all our fundraisers are looked after a lot better, which will have a positive impact in terms of how they perceive *beyondblue*. This is a really big win because we want them coming back year after year and supporting us.

Can you share one of your biggest lessons learnt?

Raiser's Edge has made the whole process for supporters dealing with *beyondblue* a lot easier, the bottom line is that if it's too hard to donate or to support us, people aren't going to support us.

