

CUSTOMER SPOTLIGHT

Wake Tech Foundation



“Wake Tech Foundation is a very small shop, serving a large institution. So we have to be as efficient as possible, and Blackbaud absolutely helps us do that.”

—Margaret Griffin,
Senior Manager of Programs and Systems, Wake Tech Foundation

Wake Tech Community College, located in Raleigh, North Carolina enriches lives by providing quality education, training, and workforce development to meet the needs of a diverse, growing community. The mission of the Wake Tech Foundation is to cultivate corporate and individual donors to support the college’s academic initiatives, raising both awareness and funding. On top of this, the Foundation recently added a target fundraising goal of 4 to 4.5 million dollars per year, which strengthened its need for an intuitive, robust fundraising solution. One way the Foundation team is able to accomplish this is to work with donors daily using Blackbaud’s advanced solutions, Raiser’s Edge NXT and Financial Edge NXT.

Wake Tech Foundation Finds Even More Efficiency with Blackbaud Solutions

Since making the decision to migrate to cloud-based Raiser’s Edge NXT and Financial Edge NXT software, Wake Tech completely integrated the Foundation’s finance and development departments. This integration helped the team streamline its processes, including donor management; donor segmentation; the ability to look at trends; the ability to compare previous years and forecast for the future; and the ability to easily review retention rates.

Wake Tech Foundation is powered by:

- › Raiser’s Edge NXT™
- › Financial Edge NXT™
- › Blackbaud Online Express™
- › Blackbaud Merchant Services™

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Matt Smith, Wake Tech Foundation's executive director, shared this about how Raiser's Edge NXT has impacted his work:

"The software makes me more efficient and better at what I do. That's the main result that I care about. I am not a technology guy. For a guy like me who is out on the road constantly and always trying to hustle, I need something simple, user friendly, and intuitive. And I love the fact that the NXT solution that I use is very easy to understand and very robust—so staff members that really enjoy the technology can use it to help me do a better job with my major gift fundraising."

Heather Buck, Wake Tech Foundation's director of finance added, "With our NXT solutions, we're able to make sure we provide the most current, updated information for our donors, students, and our faculty. At the end of the day, we all sleep well knowing we're doing the best we can and doing a great job."

The Results

Prior to migrating to Blackbaud solutions, Wake Tech Foundation used two different fundraising technologies, which were not integrated and caused challenges between departments. When the Foundation made the move to Blackbaud several years ago, none of those problems persisted. And when it came time to evaluate a potential move to Blackbaud's NXT solutions, the choice was clear. "Having the support from a technology provider that really understands our line of work and is constantly learning about our industry really helps us do our jobs better," said Matt.

"The entire process was extremely simple," he added, referring to the migration and implementation of Raiser's Edge NXT and Financial Edge NXT at the Foundation. Staff members provided recommendations, which were weighed heavily, as was involvement by the board of directors. After several demonstrations, Matt was able to see how easy to use and intuitive the NXT solutions were. The ability to access pull-down reports in the blink of an eye was truly a game changer.

Wake Tech Foundation staff members now have peace of mind knowing that all their data is updated and accessible on the go, which allows them the flexibility to leave their offices and see firsthand the impact their school is making on its community.

"Technology is important in the world. We want information, and we want it now! We want it instantly. It's the same in business, and it's the same here at Wake Tech. We are a technical school, so having a software system like Blackbaud's that offers us report information instantly gives us more capabilities. Having the ability to access that information from anywhere when a donor calls has impacted us greatly."

—Heather Buck,
Director of Finance, Wake Tech Foundation



"Because of our Foundation, Wake Tech can support more students, more staff, and our faculty as we strive to be an innovative and cutting edge community college."

—Margaret Griffin,
Senior Manager of Programs and Systems, Wake Tech Foundation

About Blackbaud

Blackbaud (NASDAQ: BLKB) is the world's leading cloud software company powering social good. Serving the entire social good community—nonprofits, foundations, corporations, education institutions, healthcare institutions and individual change agents—Blackbaud connects and empowers organizations to increase their impact through software, services, expertise, and data intelligence. The Blackbaud portfolio is tailored to the unique needs of vertical markets, with solutions for fundraising and CRM, marketing, advocacy, peer-to-peer fundraising, corporate social responsibility, school management, ticketing, grantmaking, financial management, payment processing, and analytics. Serving the industry for more than three decades, Blackbaud is headquartered in Charleston, South Carolina and has operations in the United States, Australia, Canada, and the United Kingdom. For more information, visit www.blackbaud.com.