

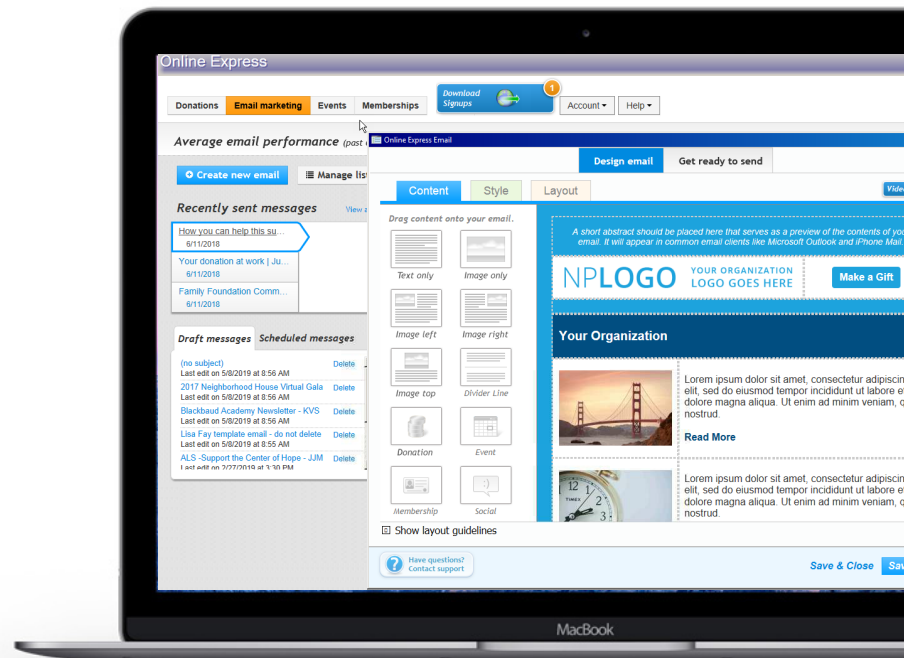
Blackbaud Online Express™

Online marketing and fundraising made easy

Constituents today expect a responsive and interactive online presence from the modern charity. It's essential to success. Not every organization, however, has the time or personnel to create a web presence capable of sending mobile-responsive emails, accepting online donations, and tracking online constituent interactions. Included with Blackbaud Raiser's Edge NXT®, Blackbaud Online Express is a smart solution for organizations with limited resources for online marketing and fundraising.

Online Engagement in a Snap

Blackbaud Online Express is a simple, smart, and cloud-based online fundraising and marketing tool that natively integrates with Blackbaud Raiser's Edge NXT to create a single solution for online and offline engagement. It's the easiest way to connect with your constituents online. With templates designed specifically for organizations like yours and a drag-and-drop editor, you have the power to quickly and easily create online forms, build smart email campaigns, and track performance with savvy dashboards. Blackbaud Online Express gives you more time to focus on your mission.



After integrating Blackbaud Online Express with Blackbaud Raiser's Edge NXT, Good Shepherd increased online giving by 35%. Online gift processing now happens in a single, automated step with Blackbaud Online Express – saving time, money, and energy, and focus on what's important: the mission.

Blackbaud Online Express Features at a Glance

This solution offers charities the basic online fundraising and marketing capabilities they need to engage constituents and raise money online.

Online Fundraising Made Easy

- Build unlimited modern, flexible donation forms with step-by-step instructions
- Save time with pre-designed, mobile-friendly form templates created for your needs
- Add forms to your existing website with easy HTML copy-and-paste
- Keep your organization's online branding consistent with specially designed forms

Intuitive Email Marketing

- Save time with pre-designed, mobile-friendly email templates created specifically for nonprofits
- Create appealing emails with an easy-to-use, drag-and-drop editor so you can add, remove, or revise content on the fly
- Easily upload and store existing images
- Targeting your emails to distribution lists created in Blackbaud Raiser's Edge NXT

Savvy, Insightful Dashboard Metrics

- Instantly track online performance of fundraising and marketing initiatives
- View fundraising and marketing statistics like page views, email open rates, and average gift amounts
- Compare two or more forms or emails to assess performance and efficacy

Inclusion with Blackbaud Raiser's Edge NXT

- Enjoy a complete, integrated solution at your fingertips, included with the industry's leading Fundraising and CRM solution
- Say goodbye to third-party vendors, and separate databases
- Easily pull and manage dynamic email lists without file uploads
- Create personalized messages with Merge Fields

Backed by Blackbaud Merchant Services™

- Offers users simple, secure, and affordable credit card payments in a fully integrated payment process
- Process credit card payments simply, securely, and affordably

Online Events Registration

- Display event registration forms
- Offer constituents event registration, donations, and other payments in a single transaction

Simple Membership Management

- Give constituents the ability to purchase memberships, gift them, and make donations—in a single step
- Save time with desktop and mobile-friendly sign up forms

To learn more visit blackbaud.ca/OLX or contact your account representative.

[Learn more](#)

2019 Blackbaud Marketing Solutions Matrix

Software Features

	Blackbaud Online Express™ Providing Online Fundraising Capabilities and Mobile-Responsive Marketing Solutions	Blackbaud NetCommunity™ Offering the Complete Online Toolset for Multichannel Alumni and Membership Engagement Programs	Blackbaud Luminate Online® Executing Online Strategies with Marketing Automation Campaigns that Encompass Digital, Social, and Mobile Channels
EMAIL			
Basic Email Marketing	✓	✓	✓
Advanced Email Marketing <i>Marketing Automation</i>		With Scheduled Emails Enabled	✓
Conditional Message Content		Data-Based Fields	Data + Action-Based Fields
Personalization Fields Within Email	Standard Fields	Standard + Alumni Fields	Standard + Custom Fields
HTML Email Creation and Edits		✓	✓
CASL Compliance and Subscription Preference Management		✓	✓
Multi-Device Email Preview			✓
A/B Testing		Basic	Advanced
List Import		✓	✓
Built-in Audience Creation			✓
Automated Welcome Series			✓
Email Behavior-Based List Segmentation			✓
Action Driven Reporting			✓
eCards		✓	✓
SOCIAL			
Social Sharing <i>"Like," "Follow," and "Share This"</i>		✓	✓
Social Posting			With Blackbaud Attentive.ly™
Social Segmenting <i>Using tags</i>			✓
Social Listening			With Blackbaud Attentive.ly
FORMS			
Online Giving Forms	✓	✓	✓
Tribute Gifts	With Raiser's Edge® Tribute Module	With Raiser's Edge Tribute Module	✓
Online Surveys		✓	✓
Dynamic Donation Forms			✓
Customer Form Fields <i>Data Mining</i>			✓
Recurring Gifts	Managed in Raiser's Edge	Managed in Raiser's Edge	✓

*Chart continued on next page

“When we’re able to effectively engage with the public (with Blackbaud Solutions) and they are able to easily contribute to a cause they care about with an organization they trust, it makes all the difference in our ability to operate and fulfill the promises we make to the children and the families in need throughout the world,”

—Brock Warner, Director, Community Giving and Innovation at War Child Canada

2019 Blackbaud Marketing Solutions Matrix

Software Features	Blackbaud Online Express™	Blackbaud NetCommunity™	Blackbaud Luminate Online®
ONLINE ENGAGEMENT			
Online Event Registration	With Raiser's Edge® Events Module	With Raiser's Edge Events Module	✓
Ticketing Event Management		✓	✓
Content Management System		✓	With Blackbaud Luminate Online CMS
Self-Service Donor Management		✓	✓
Unlimited Landing Pages		✓	✓
Online Membership	With Raiser's Edge Membership Module	With Raiser's Edge Membership Module	Basic
Online Alumni Engagement/Directory		✓	
eCommerce		Customization or Third Party	✓
REPORTING			
Easy-to-Use Dashboards	✓	✓	✓
Customized Reporting	Some, via Raiser's Edge	Some, via Raiser's Edge	✓
AVAILABLE ADD-ONS			
Multi-Centre for Affiliated Organizations			✓
PEER-TO PEER FUNDRAISING			
RSVP and Ticketed Events <i>Luncheons, Galas, etc</i>	With Raiser's Edge Events Module	With Raiser's Edge Events Module	✓
Runs, Walk and Cycling Events	Blackbaud TeamRaiser	Blackbaud TeamRaiser	Blackbaud TeamRaiser
INTEGRATIONS			
Integration with Raiser's Edge	Required	Required	✓
Stand-Alone Application <i>Available without Raiser's Edge</i>			✓
MERCHANT SERVICES			
Blackbaud Merchant Services™ <i>In United States, UK, and Canada</i>	Required	Included	Included

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.

