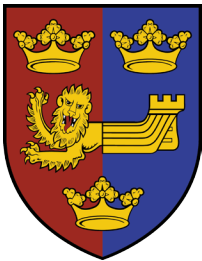


CUSTOMER SPOTLIGHT

St Edmundsbury Cathedral



“All credit to Blackbaud for not only introducing us to such a fantastic piece of software, but also for providing us with first-rate training and support. I find it hard to remember how we coped without it!”

—Chris Nicholls,
IT Manager

St Edmundsbury Cathedral is the cathedral for the Church of England's Diocese of St Edmundsbury and Ipswich. Originating in the 11th century, it was rebuilt in the 12th and 16th centuries as a parish church, and then became a cathedral in 1914.

The cathedral receives over 80,000 visitors each year, and to help with running costs, repairs and the general upkeep of the building, staff at the cathedral run a comprehensive fundraising programme.

Was there a particular reason you were looking for a new fundraising solution?

“We have a number of fundraising bodies within the cathedral, and they all have their own specific projects running to raise funds. Before we used eTapestry everything was recorded on different spreadsheets by many different people. There was lots of duplication, with the same tasks often being performed three or four times, and there was no proper control over the data.

“If we wanted an overview of what was going on at any time, it took an awful lot of effort as we had no single view of our data.”

So what made you choose eTapestry?

“We looked at a number of different fundraising solutions, and our decision was based on both functionality and price.

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“eTapestry most definitely fitted the bill in both respects, but we were particularly impressed with the security features provided. We have a complicated set of fundraising bodies that support our work, each requiring access to our data, so security for us is an absolute must! We need to be able to grant access to everyone, but at the same time restrict what each user sees based upon their specific role. This was one of the key deciding factors for us in choosing eTapestry.”

How long have you been using eTapestry, and what do you like most about it?

“We’ve been using eTapestry for 3 years, and over those 3 years we have become extremely innovative in the ways we raise money and communicate with our supporters!

“We’re able to offer online giving, which we never could have done before. This is very important as not only does it make it easier for people to donate, it also gives us good visibility and management of our donations. Reporting is also hassle free, and this has definitely increased our control of financial flows, which is absolutely key!

“The communication side of things has vastly improved as well. We’re using the advanced email functionality to help us better engage with our supporters. We now have an integrated communications tool, which is way beyond anything we ever had before. We’re able to send more communications and keep our supporters better informed.

“Another area I’m very impressed with is Gift Aid. We use eTapestry for our Gift Aid claims and it’s absolutely brilliant. It has turned something that was pretty complex into something that can be done in no time at all! It saves us so many hours!”

What are your plans for eTapestry going forward?

“At the moment eTapestry is helping us to prepare for the General Data Protection Regulations (GDPR) that will be coming into force shortly. This is really important to us, and eTapestry helps make sure everything is consented properly and nothing is being overlooked.

“Moving forward, we’re going to be expanding our use of online giving. Our plan is to set up regular givers online which would definitely help us to increase our income.

“Our fundraising efforts have really moved up a level since we started using eTapestry. All credit to Blackbaud for not only introducing us to such a fantastic piece of software, but also for providing first-rate training and support. I find it hard to remember how we coped without it!”

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