CUSTOMER SPOTLIGHT
Amarillo Area Foundation

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Amarillo Area Foundation serves over 400,000 people spanning 26 counties and 30,000 square miles along the Texas Panhandle. With the right peer-to-peer fundraising solution in place, the foundation blew past an ambitious #GivingTuesday goal—and a revised goal—to provide game-changing outcomes for 108 nonprofits.

Amarillo Area Foundation leverages peer-to-peer fundraising solution to grow giving day by 380%.

When Amarillo Area Foundation implemented a proven peer-to-peer fundraising solution for #GivingTuesday in 2018, its team decided to go big with a goal. After raising $173,000 in 2017, the foundation challenged the Texas Panhandle community to help them reach an unprecedented $500,000.

With Blackbaud solutions in place, Amarillo Area Foundation hit that goal before #GivingTuesday even began and then exceeded a revised goal of $750,000. All told, the foundation raised over $860,000. “We literally had confetti,” said Keralee Clay, vice president of operations.

Amarillo Area Foundation operates with a simple mission: to improve quality of life for Texas Panhandle residents. But the means to reach that end require

Amarillo Area Foundation is powered by Blackbaud solutions for:
✓ Peer-to-peer fundraising
✓ Analytics
✓ Fund accounting
✓ Marketing
✓ Fundraising and CRM
some creativity; the foundation serves over 400,000 people spanning 26 counties and 30,000 square miles, including rural areas.

“We really saw a gap in people understanding what we do in the community and how we can help them—even though we’ve been working here for 61 years,” Clay said. “Our work has been trying to spread our message further throughout the Texas Panhandle.”

The foundation team aimed to reach people in all 26 counties on #GivingTuesday 2018, which they called The Panhandle Gives, and to help more of the people there in need.

Driving Unprecedented Outcomes

Amarillo Area Foundation sought to include grassroots organizations with fewer resources in its 2018 push. “With Blackbaud, smaller nonprofits were able to have the same level of technology as other organizations with fancy websites,” Clay said. “It gave us the opportunity to reach some rural organizations through technology. Some received their first online gifts ever.”

Broc Carter, director of marketing, said one group that trains rescue dogs to become support animals for veterans received enough contributions through the campaign to hire a part-time staffer. “We have smaller nonprofits that need the technology, but cost is a barrier,” Carter said. “We were able to provide the platform and train them, so they were comfortable using it. Blackbaud teaches you how to message and go after donations.”

All told, Amarillo Area Foundation received gifts from donors in 22 states that supported 108 organizations. “It allowed small organizations to attach to a large campaign and raise significant dollars,” Carter said.

The official #GivingTuesday Instagram account featured Amarillo Area Foundation, highlighting the foundation before a worldwide audience. “It was great to share our message internationally and also have the excitement of our community coming together,” Carter said. “This really did unify us.”

“The donors want to be a part of something bigger, and this is the perfect piece of this puzzle.”
—Broc Carter, Director of Marketing

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The foundation provided an amplification fund of $230,000, so nonprofit organizations also received a percentage of that fund based on their share of the total dollars raised during The Panhandle Gives. "It was like Christmas when we had our reveal and gave everyone their checks," Clay said.

Engaging and Uniting a Community

Amarillo Area Foundation put its trust in Blackbaud before setting its lofty goal. The year before, the foundation relied on a simple website; for 2018, the foundation wanted to capitalize on its new peer-to-peer solution with nonprofit categories that made navigation easy for people making gifts.

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Amarillo Area Foundation next plans to migrate to Blackbaud’s cloud-based fund accounting and fundraising and relationship management solutions. The transition will allow the team to log donor interactions in real time and move away from managing tedious on-premise servers.

“I very much look forward to not having to take care of a server anymore,” Clay said. “I lose sleep over it.”

Reliable customer support makes each step of the foundation’s digital transformation less daunting. Carter said in the months leading up to The Panhandle Gives...
Panhandle Gives campaign, Blackbaud’s team provided key guidance on strategy and execution, discussing possible scenarios with foundation staff. “They were really good to talk us off the cliff,” he said. “Customer service was phenomenal.”

Amarillo Area Foundation’s team has already begun planning for The Panhandle Gives 2019. With the right peer-to-peer solution in place, the foundation plans to surpass goals and spray confetti once again.

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Grow support for your grant partners, and raise funds to benefit your community’s causes.

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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.