



## CUSTOMER SPOTLIGHT Boys Town



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Boys Town aims to change how the world cares for children, families, and communities across the United States. Along the way, the organization has supported thousands of at-risk children over the past century. Boys Town needed the right solutions to drive better outcomes for more families for the next 100 years.

### Boys Town partners with Blackbaud Services to achieve revenue goals and serve more families.

Boys Town supports more than 500,000 children across the United States every year by providing a safe home or the resources to improve their circumstances. Eleven locations across the country, plus several satellite sites, offer everything from residential care to home visits, a hospital, and parenting classes.

“Our mission is to change the way America cares for at-risk children,” said Lisa Hukill, associate vice president of development. “Our goals and milestones all relate to saving children and healing families. That’s our mission, that’s what we are good at, and that’s our goal.”

Looking ahead, leaders recognized areas for improvement to keep resources flowing to families in need. Boys Town partnered with Blackbaud to take a closer look at goals and what tools would make those goals possible to achieve.

**Boys Town is powered by:**  
Blackbaud CRM™  
Blackbaud Luminate Online®  
Blackbaud Direct Marketing™  
Blackbaud Target Analytics®  
Data Enrichment Services

“We are a very complex organization; we are a very large organization; and we have been in business for over 100 years,” Hukill said. “We feel very confident in what we are doing, but we need to be progressive, and Blackbaud has helped identify how we can be better at what we do.”

Boys Town first turned to Blackbaud to grow its annual giving program, a key factor in achieving fundraising milestones. From there, Boys Town sought to build its digital marketing and online giving. “Blackbaud is helping us reach our goals by helping raise more revenue to serve our mission,” Hukill said.

Boys Town leaned on the Blackbaud Services team as a partner in growth to provide expertise to drive the best outcomes. “Boys Town is a very complex organization, and I feel like Blackbaud learned our organization before making suggestions to us, so we were making sure that we were designing the best system for us,” Hukill said. “My favorite thing about Blackbaud is the team of people we’re working with.”



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Blackbaud Services partnered with Boys Town to revamp its digital presence and grow its annual giving program.

Her team worked closely with Blackbaud Services to implement a marketing and engagement solution that would provide a strong, modern digital presence for Boys Town while integrating with the rest of the organization’s tools. The Blackbaud team also helped Hukill and her colleagues understand donation forms to achieve the best results.

“Because of Blackbaud, Boys Town can now measure our effectiveness,” Hukill said. “We can measure donation forms that are working. We can measure digital email campaigns that work for Boys Town so that we can spend our efforts on what’s working. Our project manager really moved the needle and helped Boys Town get to where we needed to be.”

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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.