

CUSTOMER SNAPSHOT Direct Relief Masters Disaster Fundraising



Direct Relief is a humanitarian relief organization focused on providing medical and pharmaceutical resources and supplies, including personal protective equipment (PPE), to communities in need.

Blackbaud Customer Since: May 2007 **Based:** Santa Barbara, CA

Founded in 1948 to assist World War II refugees, Direct Relief now reaches more than 90 countries from its California headquarters. We spoke with Heather Bennett, vice president of partnerships and philanthropy, about how the team uses Blackbaud solutions to respond to disasters every day.

Managing Donor Intent

Soon after its 2017 transition to Blackbaud’s cloud solutions, a succession of devastating hurricanes drove an influx of contributions to Direct Relief, which could allow donors to easily direct gifts to specific disaster areas. “We were able to track that really well in Blackbaud Raiser’s Edge NXT,” Bennett said, “and immediately differentiate between donations to make sure they went to the specific areas in which donors wanted to focus.”

Integrating Solutions Seamlessly

With Blackbaud Luminare Online, Direct Relief can incorporate multiple campaign landing pages within its website and customize them around causes and organizations, including matching gifts programs. Blackbaud Raiser’s Edge NXT assures contributions will be tallied in a timely, transparent way. “Since Blackbaud Luminare Online and Blackbaud Raiser’s Edge NXT talk to one another, it’s very easy to transfer the gifts from one solution to the other,” Bennett said.

Handling High Volume

Direct Relief experienced unprecedented giving as COVID-19 unfolded. With the help of Blackbaud Luminare Online, the organization created landing pages for several celebrities, including the iconic rapper Diddy, who put on a 12-hour Team Love Dance-A-Thon on Instagram that raised \$3.7 million. Bennett said, “It worked perfectly, and we were able to track those donations in real time.”

Drive more impact with help from Blackbaud. [Learn how.](#) >

Direct Relief is powered by:

- Blackbaud Luminare Online®
- Blackbaud Raiser’s Edge NXT®
- Blackbaud Merchant Services™
- Blackbaud Research Point™
- Blackbaud Online Express™



With Blackbaud solutions, Diddy’s Dance-A-Thon raised over \$3.7 million.