

CUSTOMER SPOTLIGHT

University Medical Center Foundation



“The Wealth Ratings in Raiser’s Edge NXT provide a much more simplified way of finding those donors with a high capacity to give.”

—Holli McClanahan,
Business Manager

The University Medical Center Foundation’s mission is to advance public awareness of the services of University Medical Center Health System and seek external financial support for patient services, education, outreach programs, facilities, and equipment. All the funds raised go directly back to the hospital—from expanding the cancer and emergency centers to updating operating and trauma rooms.

Leveraging Embedded Analytics and Artificial Intelligence to Drive Donor Cultivation

As University Medical Center (UMC) Foundation’s business manager, Holli McClanahan first realized the importance of tracking constituent actions in the donor database during bbcon 2015 in Austin, Texas. She decided to make this cultivation strategy a priority for the UMC Foundation staff members going forward. And because Raiser’s Edge NXT makes tracking actions simple and easy, the organization decided to migrate from Raiser’s Edge™ to the new cloud-based Raiser’s Edge NXT, which has embedded artificial intelligence and analytics capabilities that help organizations make the best decisions for their missions.

UMC Foundation is powered by

- › Raiser’s Edge NXT™
- › Financial Edge NXT™
- › Blackbaud Online Express™
- › Blackbaud Merchant Services™
- › Blackbaud NetCommunity™
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Taking the Guesswork out of Donor Engagement

Once Raiser's Edge NXT was fully implemented, UMC Foundation realized the built-in power of SKY AI™ and SKY Analytics™, part of Blackbaud's comprehensive Intelligence for Good™ capabilities, which turns the organization's data into actionable insights.

Raiser's Edge NXT not only helped the Foundation track and record every donor interaction, its embedded analytics and artificial intelligence capabilities surfaced the donors who staff members should be interacting with and recommended specific next steps to take with each donor.

With this new information at their fingertips, Foundation staff members now focus their time on the recommended actions in Raiser's Edge NXT, as opposed to spending months researching new donors to determine giving capacity.

Making the Most of Post-Event Follow-Ups

Before UMC Foundation had insights from the comprehensive embedded intelligence in Raiser's Edge NXT, the team would have needed several weeks to determine how to best follow up with potential new donors after an event. Now Foundation staff members have the prescriptive analytics needed to know which new givers have the strongest potential to become major donors and can begin developing these relationships immediately.

UMC Foundation has proven that this kind of intentionality matters. After an annual Radiothon for Children's Miracle Network, predictive analytics guided the team to follow up with a donor who had made a small first gift. Through thoughtful efforts to build on that relationship, the new supporter is now a highly engaged major donor. Without the intelligence capabilities in Raiser's Edge NXT, UMC Foundation would not have had the strategic insight to focus on this particular individual over any other donor.



The insights delivered in Raiser's Edge NXT through SKY AI and SKY Analytics not only save time for UMC Foundation, they also help grow the pool of major donors.

“With Raiser’s Edge NXT and its built-in intelligence capabilities, we are able to be more thoughtful and strategic about cultivating our donors. We now know that if we handle them with care, there is a much greater potential for them to give a major gift in the future.”

—Holli McClanahan
Business Manager

A New Strategy for Stewardship Success

Foundation staff can use the intelligence capabilities in Raiser’s Edge NXT to determine which donors have a much higher giving potential. The information is then passed to the executive director and major gift officer to pursue. They are able to ask these donors to come in for a tour or have lunch, which provides a more personal and thoughtful interaction than a simple thank-you phone call.

“With the built-in artificial intelligence in Raiser’s Edge NXT, we are able to be more thoughtful and strategic about cultivating our donors,” Holli explained. “We know that if we handle them with care, there is a much greater potential for them to give a major gift in the future.”

The comprehensive intelligence capabilities in the Foundation’s Blackbaud solutions use the world’s most robust philanthropic data set, and they were built specifically for social good organizations. For a nonprofit like UMC Foundation, these targeted capabilities make all the difference in guiding the team members to make the best choices for their mission and achieve their goals.

Learn more about Blackbaud’s comprehensive Intelligence for Good™ >

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud provides software, services, expertise, and data intelligence that empowers and connects people to advance the social good movement. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, and the individual change agents who support them.