

# CUSTOMER SPOTLIGHT

## Le Jardin Academy



*“We have had such a successful migration to Raiser’s Edge NXT that we want other schools to know that advancement and tech can work together in order to make these moves. It doesn’t have to be the entire school or nothing.”*

—Shannon Cleary,  
Director of Institutional Advancement

Le Jardin Academy is an International Baccalaureate World School located in Kailua, Hawaii that provides its students with a global education. The school strives to create curious, active learners who excel scholastically and have the opportunity to develop their personal skills and talents. The students are supported in learning to lead balanced, healthy lives, to appreciate the arts, and to value the diverse perspectives of other people and cultures.

### Finding the Right Solution for Le Jardin Academy’s Development Needs

Le Jardin Academy brought Shannon Cleary on in January of 2016 to run the advancement department, which was a new initiative for the school. The school received a grant that was requested by the board of directors because they felt that starting an advancement office would benefit their growing school. When Shannon came on board, her immediate task was to look at the systems and positions that the school currently had in place. One of the major changes that she set in motion was moving to a model that encompassed an associate director of development, associate director of communications, stewardship and relations coordinator, and a data coordinator. Prior to this, the school had individual roles for marketing, public relations, and development.

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The second major change was moving from the school's Senior Systems software solution to Raiser's Edge NXT, Blackbaud's fully integrated cloud fundraising and CRM solution built exclusively for nonprofits. Le Jardin Academy uses Senior Systems for its SIS, but the software did not have the robust capabilities to support the school's new advancement office. Shannon had experience with Raiser's Edge™ in her previous job and she knew that it could be beneficial to Le Jardin.

Once Shannon and her staff made the decision to move forward with the purchase of Raiser's Edge NXT, they worked closely with their Blackbaud account manager during the entire implementation process. "Our account manager spent time to determine what our specific needs were as a school, and then he tailored the set of solutions to meet those needs," Shannon shared. He was also able to connect Le Jardin Academy with other schools that previously used Senior Systems but have since migrated over to Raiser's Edge NXT to support their development needs.

The advancement staff is currently in the process of migrating their data into Raiser's Edge NXT, and while they are still fairly new to the system, they can already see the value that it brings. "Everyone at Le Jardin Academy sees the value that Raiser's Edge NXT will provide to help cultivate and steward prospective donors," Shannon shared.

Based on her previous experience, Shannon knows how important it is to have access to donor records on a mobile device at events. There have been many instances where the Head of School, D.J. Condon, has asked her about a donor in the midst of an event, so the fact that she can pull up the donor's contact record on her phone is invaluable. The school already has plans to use Raiser's Edge NXT to prospect for a capital campaign that is four to five years out and eventually use it for a planned giving program.

Le Jardin Academy's new advancement office is comprised of five staff members and only one that focuses solely on development. The school really relies on its board and peer-to-peer asking to keep the donations flowing. "Now with Raiser's Edge NXT, we can eliminate a lot of manual processes that take up the advancement staff's time, so that we can focus on cultivating donors," Shannon added. With Raiser's Edge NXT, Shannon loves the fact that she has reports at the touch of her fingertips and all the information that she needs is easily accessible. She is so happy with the progress that they have made so far that her staff has started a user group in their area to help other schools make the move to Raiser's Edge NXT.

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## 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.