CUSTOMER SPOTLIGHT

Pain BC

Pain BC is a collaborative non-profit organization made up of people in pain, health care providers, and leaders from universities, government, business and the non-profit sector. Its mission is to improve the lives of people with pain through education, empowerment, and innovation. Pain BC is a unique organization in Canada in that it brings together stakeholders to reduce the impact of chronic pain.

Evolving as an Organization With eTapestry and Blackbaud Merchant Services

When Pain BC made the decision to purchase eTapestry, Leah Chang was working with the communications and education teams. Her role at the time focused on instructional design, communications, fundraising, event management, and professional development training. She was asked by Pain BC to evaluate different software vendors and determine who would best be able to serve the needs of the organization. According to Leah, the decision was easy to make: “It was very obvious early on that eTapestry was a good fit for us.” Pain BC is a virtual organization and before the implementation of eTapestry, the team was working on a variety of online platforms. Their data resided in multiple spots, with many inconsistencies. When evaluating different vendors to support their needs, they wanted a platform that could streamline their operations and offer a data repository.

“eTapestry is allowing us to evolve as an organization. We have definitely grown into the next level of thinking strategically about how we can leverage this platform.”

—Leah Chang, Pain BC Education Lead

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- eTapestry®
- Blackbaud Merchant Services™
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They loved that eTapestry had online forms they could integrate with their website because that is where they interact with their constituents the most. “The main feature that really drew us to eTapestry was the flexibility it provided with web forms,” Leah shared.

In addition to purchasing eTapestry, Pain BC made the decision to move to Blackbaud Merchant Services for their online payment processing needs. Leah did a lot of research when looking for a payment processing vendor. “That process was very revealing because a lot of non-profits don’t realize what those transactional fees actually cost them, and when added up, you see that it is a significant cost,” Leah shared. The Blackbaud Merchant Services team was really helpful in showing the team at Pain BC how much money they could save by having a single payment processor. “Blackbaud Merchant Services was all set up and ready to go in eTapestry, and having this integration meant we had more time and money to put towards helping our constituents,” Leah added. As soon as they saw the savings and ease-of-use that Blackbaud Merchant Services and the eTapestry store provided, the transition was an easy decision to make.

During the implementation of both eTapestry and Blackbaud Merchant Services, Leah and the communications team took advantage of the variety of online training courses that Blackbaud University provided. “I have been extremely impressed with the quality of instruction and the variety of learning that Blackbaud University provides,” Leah shared. “As an Instructional Designer and Adult Education Specialist, I can personally attest to the excellent quality of Blackbaud's training programs.” She has taken advantage of all of the resources that Blackbaud provides, including the Community, Knowledgebase, the help guide, and the eTapestry Fundamentals virtual instructor-led courses. Leah is proud to say that she has received her certification in eTapestry and she is beginning to attend some of the more advanced training classes. She has also begun to pick out training classes for the rest of the staff at Pain BC. “The Blackbaud University training classes are very well done; three hours goes by very quickly and you are extremely engaged. The classes provide a very hands-on, practical application, which adds a lot of value,” Leah shared.

Pain BC has been up and running on eTapestry for a few months and has already seen positive results. The team is able to see interactions instantly, such as newsletter and membership sign-ups and donations. The staff get instant notifications from eTapestry which better inform the impact of their work, and they love the reporting tools. Another huge benefit is the ability to customize processes within eTapestry. They were able to set up an annual auto-renewal of their members, which has made it easier for people to become members and stay members.

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Before eTapestry, Pain BC was using a third-party, mass email platform called Campaign Monitor. They had no way of creating email lists based on different criteria, which caused them to spend hours finding workarounds. Now they can do it with a click of a button, and even better, they have a way of tracking it. “We have streamlined a lot of our different functions so that we are able to restructure and spend less time on administrative tasks, and more time helping people with pain” Leah shared.

Pain BC’s main mandate is to provide education for patients and health care providers. The team is now able to be more strategic with how they offer that education to their stakeholders. Leah shared how the staff at Pain BC are excited about the future with this product and how they are already thinking about what they can do next: “eTapestry is allowing us to evolve as an organization. We have definitely grown into the next level of thinking strategically about how we can leverage this platform.”

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#MyPainIsReal


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.