

CUSTOMER SPOTLIGHT

Purdue Research Foundation

PURDUE
RESEARCH FOUNDATION

“From the perspective of increased capabilities vs. cost, Blackbaud Fundraiser Performance Management gave us the most benefit.”

—Jay Kahn, Senior Associate Vice President for Advancement and Corporate and Foundation Relations

Purdue Research Foundation advances the mission of Purdue University®, one of the nation’s premier public research institutions. Founded as a land grant university in 1869, Purdue has more than 500,000 alumni and the fourth largest international student population of any U.S. university.

Searching for Efficient Reporting Capabilities

Prior to implementing Blackbaud Fundraiser Performance Management, Purdue was searching for a solution to equip frontline fundraisers with accurate, timely reporting. Despite the time-consuming work done by prospect management, the final reports had limitations—they weren’t self-service, and were often outdated by the time they were used. Due to these challenges, annual portfolio reviews were one of the only times gift officers got to see their portfolios broken down in detail. It was very difficult to use data in daily tasks, such as updating prospect lists, planning travel, or presenting updated information to executives.

On the annual giving side, the team’s processes and results were not transparent. They needed to request additional reporting to measure how an appeal performed or obtain counts for mailings or appeal segmentation. The lack of accessibility made it challenging to leverage data to track and improve performance.

Purdue Research Foundation is powered by:

Blackbaud Fundraiser Performance Management™

Blackbaud Target Analytics®

Creating a Self-Service Model for Gift Officers

Purdue implemented Blackbaud Fundraiser Performance Management to help increase their reporting capabilities and facilitate a gift officer self-service model for travel, prospecting lists, and other reporting. Several of the solution's tools were instrumental in the transition to a self-service model.

The solution's targeter tool enables Purdue's gift officers to pull their own travel and prospecting lists. Before, gift officers had to work with a prospect researcher to develop lists; it was challenging to get updated information or change their visit plans while traveling. Today, gift officers use targeter to run the queries they need from any device. The search can be accomplished quickly and draws from information updated nightly.

Blackbaud Fundraiser Performance Management's portfolio management tools have made it possible for officers to actively manage their own portfolios. Now they have the ability to see things like "days since last contact" or "proposal age" in real time and without the help of a researcher or manager. Portfolio visualization has been a powerful way for Purdue to better manage gift officers' longer-term pipelines and plan for the results they need in the future.



“Adopting Blackbaud Fundraiser Performance Management helped the team save incredible amounts of time with report preparation. Now fundraisers have a centralized tool that offers self-service reporting, updated nightly.”

—Jay Kahn, Senior Associate Vice President for Advancement and Corporate and Foundation Relations

16%

decrease in the amount of time from first visit to first major gift

Providing Accurate Reports for Annual Giving

Blackbaud Fundraiser Performance Management helped Purdue's annual giving program better measure and present its impact to the many campus stakeholders it serves. Annual giving creates and sends appeals on behalf of, or in partnership with, Purdue's different colleges. The team is now able to instantly pull appeal performance metrics such as participation rates and ROI.

Seeing Results

Implementing Blackbaud Fundraiser Performance Management resulted in a self-service policy for the front office, proactive innovation from prospect development, improved executive reporting, and more active portfolio and proposal management.

Front office staff have increased their productivity and effectiveness by being able to do more discovery work themselves. The reduction in research requests has freed up time for the prospect development team to do strategic work with a bigger impact on the entire organization. For example, the team dedicates time each Friday to proactive research to help position officers in front of the right new people. Freeing up prospect researchers to be able to focus on more strategic projects has contributed to an increase in dollars and improved team morale.





2,500
new relationships created
in 2017

Planning for the Future

Purdue has plans underway to build on the successes that they've seen so far. Their data indicates that when proposal management is done correctly, proposals come to fruition faster. They'll be using their proposal tools in Blackbaud Fundraiser Performance Management as the basis for a formal proposal strategy designed to help officers secure donations.

The management is using the solution's tools to help them distinguish between effectively and ineffectively managed portfolios. They have introduced core competencies in addition to standard metrics as part of their management and review process for gift officers. Providing gift officers with training on best practices and expectations will help them continue to meet their goals and be even more efficient and successful fundraisers.

Blackbaud Fundraiser Performance Management helps advancement teams to do their best work. Find out how access to the right data can empower your fundraising office.

[Learn more](#)



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.