

CUSTOMER SPOTLIGHT

Sisters of the Presentation



“The flexibility and robust features of eTapestry allow me to run reports quickly so I can focus more on our donors and our mission.”

—Karen Tuecke,
Partners in Mission Coordinator

The Sisters of the Presentation are Catholic women who dedicate their lives to God through evangelization, prayer, service, and hospitality. Their way of life is based on the Gospel of Jesus Christ, and they share a vision of a better world for the poor, sick, and uneducated by incarnating the hospitality of God, confronting injustice, and working for peace.

Just a few years ago, the Sisters of the Presentation was using a database that required a lot of manual entry to manage the donors. The Sisters needed a database solution that would provide a more efficient way to populate fields, keep records organized, and handle credit card donations. After consulting with another Sister organization using Blackbaud solutions, the group decided to go with eTapestry because it’s an easy-to-learn database and tracks information the way the Sisters wanted. The Sisters also chose Blackbaud Merchant Services so they could begin processing credit card donations.

Prior to having eTapestry, the Sisters sent out prayer cards letting their supporters know they would be taking requests for prayers on All Souls Day. They had thousands of cards returned to them, but didn’t have a sufficient place to store all the information at the time, so it all went into a box. When Karen Tuecke, partners in mission coordinator at the organization, came onboard she knew the Sisters could use that data in some way. After populating the information in eTapestry and developing queries for the reporting features, the team is able to send out hundreds of cards for birthdays, memorials, and anniversaries each month.

The Sisters of the Presentation is powered by:

- ▶ eTapestry®
- ▶ Blackbaud Merchant Services™

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Now, the Sisters are able to communicate with donors on a more personal level and have found that card recipients have been so appreciative, that they donate afterwards.

Not only is donor outreach and fundraising more personal, but it's also more efficient. The Sisters send out thank you letters on a daily basis, and being able to easily query to determine who to reach out to saves the team a lot of time. Karen has also customized her home screen to show top donors, which allows her to click on a donor, make a phone call, say thank you, and start building a relationship. She sets up personal goals to determine where the organization is at in regards to fundraising, and she's able to change her approach at any time based on appeal progress or overall performance.

When the Sisters of the Presentation went live with Blackbaud Merchant Services, it raised \$5,500 online. In one year, online donations doubled to \$11,600. Karen is very confident that these numbers will continue to rise. "Using Blackbaud Merchant Services has been more convenient for our donors, and it allows them the ability to make decisions without having to go to the post office and mail a donation," she says.

The Sisters of the Presentation has also continued to see an increase in new donors; in 2015 the organization had 142 new donors and in 2016 it had 188. "This sets the pace that we are creating sustainability and when I report to my leadership team, I am able to show them exactly where we stand with our goals and why," says Karen.

Last year, Karen attended the National Catholic Development Conference (NCDC) in Washington, D.C., where the Sisters of the Presentation was recognized for its innovation in 2016. At the conference, Karen showcased the organization's fundraising strategy and explained how other nonprofits could achieve similar success. She was also able to network with peers and was inspired to begin using the email component and social media capabilities in eTapestry to connect with the organization's younger demographic.

The Sisters are now able to get a lot more done faster. "We build a relationship, educate that person on our mission, and use eTapestry to match their interests with a need in the organization that will make their gift more beneficial. The solution's flexibility and robust features allow me to run reports quickly, so I can focus more on my donors and our mission," says Karen.



\$399,000

**In 2015, the organization
raised \$399,000.**

