



CUSTOMER SPOTLIGHT
World Vision



“Technology, including Blackbaud’s, plays a vital role in supply chain logistics, mobile banking, and communications. We’re more efficient in raising funds, and it also helps to keep costs down.”

—Bernadette Martin, Manager of Corporate Engagement

Christian humanitarian organization World Vision fights poverty and injustice around the globe by empowering children. After achieving its most successful fundraising campaign yet, World Vision plans to use data and strategy to set an even higher goal—and reach the most remote people in greatest need.

World Vision uses technology to focus on donors and set goals to reach the most vulnerable populations.

From providing shelter to Vietnamese refugees in the 1970s to fighting famine in Ethiopia in the 1980s and leading the cultural shift to support AIDS patients in the 1990s, World Vision adapts to global challenges to combat poverty and injustice. Now 70 years old, the Christian humanitarian organization is the top nongovernmental provider of clean water to the developing world, supplying a new person with clean water every 10 seconds.

“We’ve globally impacted the lives of 200 million vulnerable children by tackling the root causes of poverty,” said Manager of Corporate Engagement Bernadette Martin. The challenge ahead, she explained, is not about raising awareness of disasters and crises but instead about the success driving World Vision’s mission forward.

World Vision is powered by:
Blackbaud CRM™

“People are often not aware of how much progress has been made around the world,” Martin said. “Since 1990, extreme poverty has been cut in half. We’re on the verge of eradicating polio. Child and infant death have been cut in half the past 25 years. Now is the time to finish the job and not give up. It’s working.”

World Vision relies on Blackbaud’s most comprehensive constituent relationship management solution to share that good news, to make data-driven fundraising decisions, and to engage with donors and prospects with thoughtful precision. “It’s helped us improve the quality of service to our donors,” Martin said. “Because we’ve been able to be more strategic—that, in turn, leads to larger donations.”

Becoming Donor-Centric

With Blackbaud’s most comprehensive constituent relationship management solution, World Vision taps into metrics to plan and build campaigns, to pace fundraising asks, and to understand what engages and inspires donors. The solution offers an insightful view into not only the fundraising pipeline but each individual member of that network.



“Blackbaud builds technology tailored for the nonprofit world. Few modifications are necessary, and there’s a responsive team of experts to support you.”

—Bernadette Martin, Manager of Corporate Engagement



88%

Approx. growth in product donations in one year

Plus, Martin noted, keeping history of all interactions ensures that World Vision maintains its relationship with each donor, despite any staff changes. “Because of our partnership with Blackbaud, World Vision is now able to efficiently and effectively address the needs of our donors,” Martin said. “Blackbaud has empowered us to look fully into our fundraising mission of becoming donor-centric.”

Since implementing the Blackbaud solution, World Vision has experienced significant growth in both cash and product gifts from corporations. In the most recent financial year alone, World Vision experienced a 26% increase in corporate cash donations and a nearly 88% increase in product donations—bringing that total from 48,000 pallets of necessary resources to 90,000 pallets.

Some of those resources originated at Blackbaud’s annual user conference, where employees and attendees prepared 1,000 hygiene kits for United States hurricane victims.

Connecting 100 Countries

World Vision recently completed a successful \$500 million campaign, the largest in its history. “Blackbaud was so important to that,” Martin said. “It was just integral. Blackbaud builds technology tailored for the nonprofit world. Few modifications are necessary, and there’s a responsive team of experts to support you.”



With offices in nearly 100 countries, World Vision needs the most intuitive and strategic tools to keep a global team connected and to help those communities most in need.

“We want to go where other people are not going, where extreme poverty still exists,” Martin said. “The response will be driven by increasing fundraising results while continuing to focus on lowering our overhead. Technology, including Blackbaud’s, plays a vital role in supply chain logistics, mobile banking, and communications. We’re more efficient in raising funds—and it also helps to keep costs down.”

World Vision soon plans to launch its most ambitious campaign yet and will rely on that same data-driven fundraising strategy to achieve that goal. “Our success gave us the confidence to be even more aggressive and to go even further,” Martin said, “because the need is out there.”

Explore comprehensive constituent relationship management for enterprise-level nonprofits.

Get started



1,000

Hygiene kits assembled at Blackbaud’s user conference



26%

Increase in corporate cash gifts

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.