

CUSTOMER SPOTLIGHT

Roswell Park Alliance Foundation



“The ability to communicate with our fundraisers more easily through news feeds and team leader emails is just awesome. We can more adequately reach out to our constituents to help them fundraise.”

—Karen Cincotti, Assistant Director of Web and Operations

The Roswell Park Alliance Foundation is a 501c(3) nonprofit organization that manages all donations made to Roswell Park Cancer Institute. Founded in 1898 as the nation’s first cancer center, Roswell Park set the standard for today’s multidisciplinary approach to cancer care through a commitment to its core values of innovation, integrity, teamwork, commitment, compassion, and respect. The Foundation raises money online through eight peer-to-peer events and programs that it operates each year.

Embracing Change at Roswell Park Alliance Foundation

Seeking a modern and comprehensive digital marketing solution to better serve its peer-to-peer fundraising programs and manage constituent engagement, Roswell Park Alliance Foundation migrated to Blackbaud Luminate Online and Blackbaud TeamRaiser in 2016.

Roswell Park Alliance Foundation is powered by:
Blackbaud Luminate Online®
Blackbaud TeamRaiser®
Raiser’s Edge®
Financial Edge®

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Roswell Park worked with Blackbaud Services and Cathexis Partners to implement Blackbaud Luminare Online and Blackbaud TeamRaiser for maximum impact. As Assistant Director of Web and IT Operations Karen Cincotti said, “The product is the product, but who helps you learn and use the product is almost more important.” Her team at Roswell includes highly skilled web and peer-to-peer professionals, so they opted for a “train the trainer” approach to enable their internal teams and volunteers. With adequate coaching, they’ve been able to take the baton to manage the site for the last few years.

Solving Problems with Blackbaud Solutions

Prior to this migration, the Foundation had reached a fundraising plateau and sought to improve its participant experience and help individuals and teams raise more funds more easily. The Foundation staff members appreciated the more robust features on the back end of Blackbaud TeamRaiser® versus their former solution, Friends Asking Friends®. “The ability for us to communicate with our fundraisers more easily is awesome,” Karen says about the ability to include news feeds in the participant center and send team captain emails.



“There’s a lot more intuitive functionality for our constituents in [Blackbaud] TeamRaiser. They can see their fundraising progress and get donor reports much easier than they could before.”

—Karen Cincotti, Assistant Director of Web and Operations



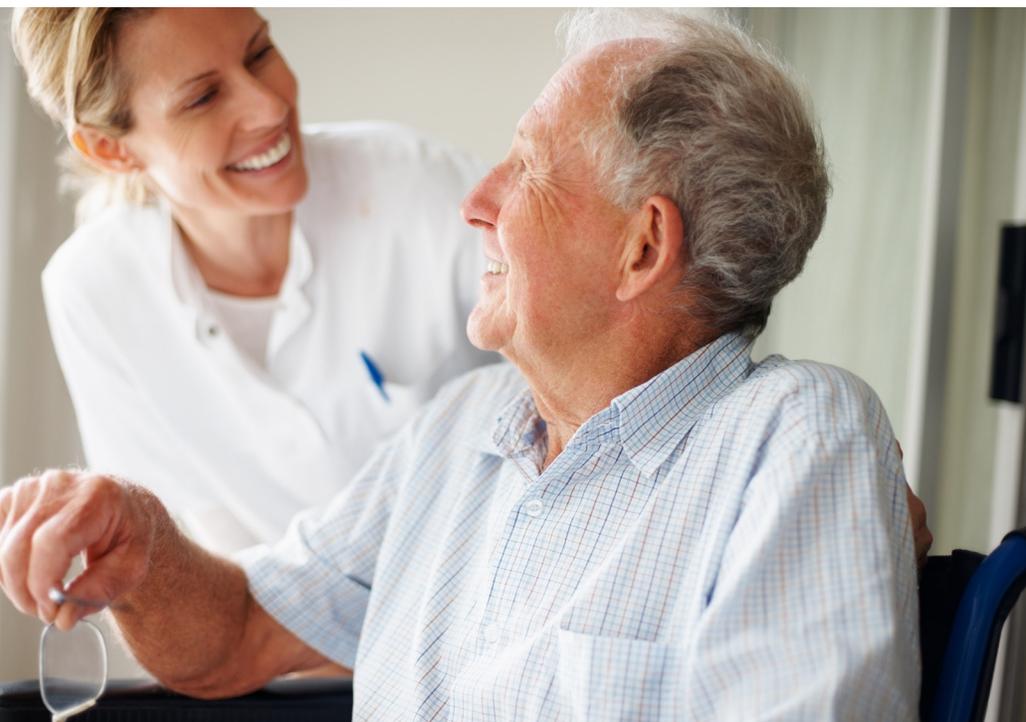
New Facebook fundraisers

Roswell Park Alliance Foundation has also found that Blackbaud TeamRaiser offers a superior user experience for its participants. Karen explains, “It is so much easier to sign up and go through the registration process. It looks nicer and there’s more customization. There’s a lot more intuitive functionality for our constituents. Our participants can see their progress and get donor reports faster with [Blackbaud] TeamRaiser.”

Adopting New Functionality to Improve Outcomes

In April 2018, Roswell Park Alliance Foundation was an early adopter of a new integration that automatically publishes Blackbaud TeamRaiser fundraisers to Facebook®. This integration allows event supporters to simultaneously solicit donations directly via their own social networks and their Blackbaud TeamRaiser webpages, while helping nonprofits view and manage Facebook transactions within Blackbaud TeamRaiser. Within two weeks of using the integration, the Foundation saw impressive numbers: 802 new Facebook fundraisers were created, contributing to 26% of all online donations for the Ride for Roswell.

Through this initiative, Karen is finding new ways to engage participants and celebrate their fundraising efforts: “What is also fun is that we just started recognizing those Riders that receive the most donations in a week’s time. We found one rider who signed up last Wednesday and has already received 51 donations—ALL from Facebook—and raised \$1,650!”



20%

Increase from last year during this same time period

Though they're also implementing additional coaching and incentive programs for participants, the impact of this new functionality can't be denied—their program is showing a nearly 20% increase from last year during this same time period.

Focusing on Enhancements for a Better Experience

By continuing to explore fundraising options and expanding its suite of Blackbaud solutions, the Foundation has greatly increased its capacity to raise money online. In Karen's opinion, "The [Blackbaud] Luminate [Online]® platform is definitely a step in the right direction for us to continue our online fundraising efforts, without a doubt." And continue, they will—Roswell Park Alliance Foundation is piloting Blackbaud MobilePay™ to drive efficiency for day-of registrations and donations. Embracing new technology will enhance its peer-to-peer fundraising efforts—as well as rider and donor satisfaction—even more.

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About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, healthcare institutions, and the individual change agents who support them.