



Blackbaud Corporate Solutions™

As the only tech provider to support the entire social good community, Blackbaud powers an Ecosystem of Good™ made up of nonprofits, foundations, corporations, and individual change agents. What does that mean for you? Blackbaud customers have access to the most innovative capabilities in social good technology, specifically created for a unique audience united in its desire to achieve social change.

Our solutions can help you achieve a holistic approach to your philanthropic program, connecting the dots between your volunteering, peer-to-peer fundraising, grantmaking, and cause marketing programs.

Why Blackbaud

Not only is Blackbaud an industry expert recognized by *Fortune* as one of the top 56 companies driving social impact, we're also committed to innovation. Each year, Blackbaud invests \$100 million in software development. Blackbaud SKY®—a modern, integrated, open cloud solution—allows corporations to operate more efficiently with more confidence. The use of a single platform makes running your CSR program easier, resulting in a comprehensive program that can increase employee retention, encourage skill-building, and have a positive impact on your brand perception—all of which directly affect your bottom line.

Join over 40,000 of our customers, including:



Connecting with Your Employees' Passions to Drive Retention, Recruiting, and Engagement

Although individuals of all ages have identified employee volunteering and giving opportunities as a key differentiator they look for in employers, no two employees are the same when it comes to their passions and affinities. Blackbaud's easy-to-use solutions can deepen your staff engagement, allowing your employees to team up with over 10,000 nonprofits around the country. They can see the impact of their efforts through accessible dashboards, and your organization can share the overarching outcomes of its giving efforts and matching programs.

Measuring Impact and Differentiating Your Brand

Eighty-seven percent of U.S. customers say they would buy from a company based on shared values.* This means that by communicating and promoting the impact of your social good programs, you can shift buying behavior.

A key to building trust and loyalty with your consumers through your philanthropic efforts is authentic intent. Using one cloud platform across your entire organization ensures that all departments can collaborate when identifying the right causes or organizations to align with, then be consistent in those partnerships. The result is one steady theme that reflects your mission and business goals—and consumers respond positively to that approach.

Selecting Your Program and Working More Effectively with the Right Tools

Employees, consumers, and stakeholders—like board members and investors—want to see the impact of your efforts. As a Blackbaud Cloud Solution customer, your company is powered to achieve higher employee participation rates, improved efficiency in the grantmaking process, and enhanced ability to measure outcomes and communicate them to the public. Most importantly, customers like the Minnesota Vikings Foundation see the potential to scale their programs as they strengthen relationships and grow efforts in their community.

The Blackbaud Cloud Solution for Companies provides industry-leading security, scale, and performance. Whether your organization needs a tool to manage employee volunteering and giving or a whole suite built for financial management, analytics, social responsibility, grants management, and cause marketing, Blackbaud offers you the opportunity to work with a single vendor today and as you grow.

*Source: [2017 Cone Communications CSR Study](#)

How Blackbaud Can Take Your Company's Philanthropy Program to the Next Level

The Blackbaud Cloud Solution for Companies is flexible, scalable, and built to drive digital transformation. It works just the way you want, so you can lead where profit meets purpose.

With Blackbaud, you can build a stronger company and better world.

[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.