Empower your supporters with everydayhero® Pro.

blackbaud®

"As a global nonprofit, we were thrilled with the way our first everydayhero campaign allowed us to empower our network of 50,000 members from 60 chapters around the world. Our members can now act as ambassadors for our fundraising efforts, and we're planning to launch four more campaigns."

—Adriana Gascoigne,
CEO, Girls in Tech

everydayhero Pro is a simple, scalable, intuitive peer-to-peer fundraising platform. It allows you to create fully branded campaigns that reflect your unique look and feel, and it empowers individuals to raise more for your cause.

everydayhero Pro Helps You:

- Engage supporters and their networks to raise more
- Build awareness and acquire new donors
- Quickly deploy branded fundraising campaigns

Plus, it's fully integrated with Blackbaud's CRM solutions including eTapestry®, Raiser's Edge™, and Raiser's Edge NXT™ enabling top-notch, end-to-end supporter management.

Whether you're a novice web user or an expert, simple campaign creation tools enable you to build and deploy beautiful, branded campaigns in minutes so you can quickly turn on initiatives to engage supporters.

Built with the modern fundraiser in mind, everydayhero Pro's platform gives fundraisers and donors the mobile, social, and interactive giving experience they expect in an easy-to-use interface.

Research-based fundraising best practices are built into every campaign so your supporters are fully engaged and have the tools they need to raise more right at their fingertips.
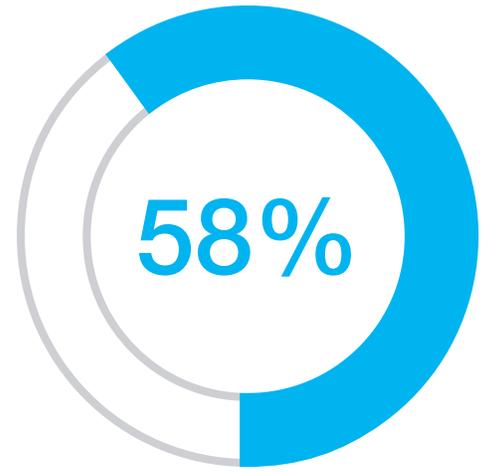
We help you unlock the power of next generation fundraising by combining a global team of developers, innovators, and fundraising experts dedicated to your success, with PCI Compliance and the trusted security and stability of Blackbaud.
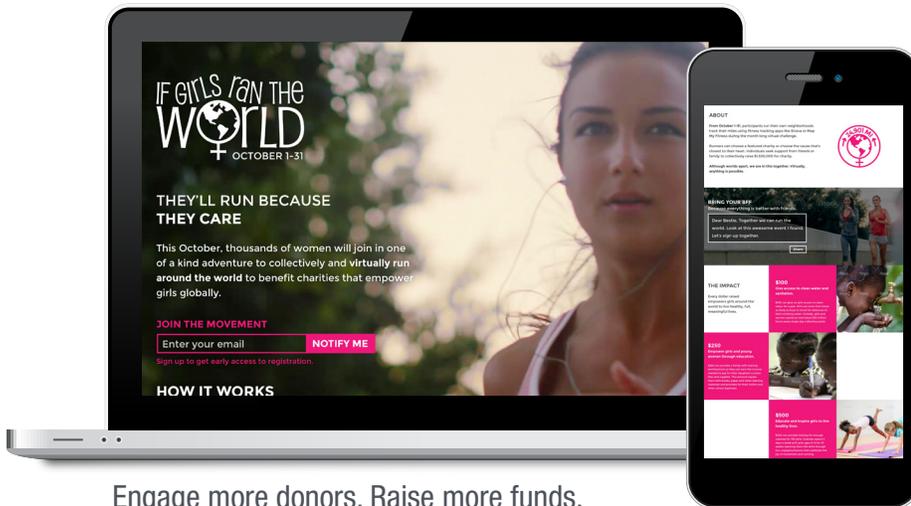
31.2

31.2 is the average number of emails sent by supporters in event-based fundraising.

everydayhero Pro gives you everything needed to claim your rightful place in the world of peer-to-peer and crowdfundraising:
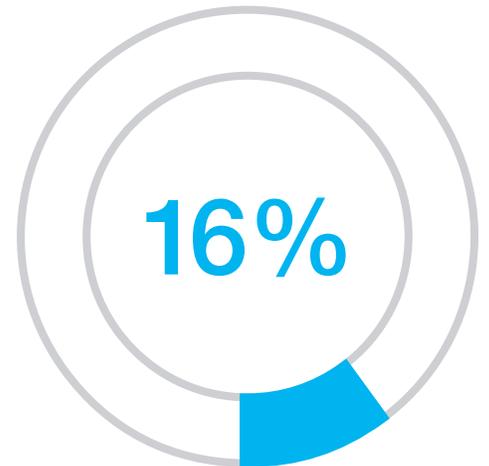
- **Storytelling**
  Social media-style individual pages promote storytelling, which raises more than traditional, fact-based fundraising

- **Mobile Responsive Design**
  Provides a slick web experience for users on any device

- **Social Sharing Tools**
  Transform event participants into social ambassadors

- **Unique Integrations**
  Fitness tracking through MapMyFitness and Strava™ creates more engagement and raises more funds

- **Simple, Secure Donation Forms**
  Increases donor conversion while giving donors the option to pay processing fees

- **Blackbaud Solution Integration**
  Allows greater ease-of-use and efficiency for your team

58%

58% of individuals share information about nonprofits with their social networks because they feel it makes an impact.

Engage more donors. Raise more funds. Support more projects.

16%

16% of Girls in Tech fundraisers believe their influence is the most important thing they give.

Visit blackbaud.com/online-marketing/everydayhero for more information. ➤

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud provides software, services, expertise, and data intelligence that empowers and connects people to advance the social good movement. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, and the individual change agents who support them.

800.443.9441   @ solutions@blackbaud.com   www.blackbaud.com | April 2017

blackbaud®