



photo provided by National Baseball Hall of Fame



www.baseballhalloffame.org

at-a-glance

- ◆ Multiple donor management and accounting systems kept staff at the National Baseball Hall of Fame and Museum from getting a holistic view of supporters.
- ◆ The organization implemented Blackbaud's Arts and Cultural Solution, including The Raiser's Edge, The Financial Edge, and The Patron Edge, and used Blackbaud Analytics services to find a new prospect pool.
- ◆ Improvements were made across the board in operations, relationship management, marketing, membership, and fundraising.
- ◆ Operations have been streamlined, saving time and money; the membership base has more than doubled; direct mail fundraising response rates have improved by 56 percent; and the average gift size increased by 52 percent.

Blackbaud software and services used by National Baseball Hall of Fame and Museum:

- ◆ **Blackbaud's Arts and Cultural Solution™**
 - ❖ **The Patron Edge®**
 - ❖ **The Raiser's Edge®**
 - ❖ **The Financial Edge™**
 - ❖ **Blackbaud Analytics™ services**

The National Baseball Hall of Fame and Museum Doubles Membership with Blackbaud's Arts and Cultural Solution™

Since 1939, the National Baseball Hall of Fame and Museum in Cooperstown, New York, has been preserving the history of America's favorite pastime and connecting generations through exhibits, events, and educational programs. The Museum features more than 35,000 artifacts in its collection — including Jackie Robinson's jersey, Yogi Berra's catcher's mitt, and Babe Ruth's home run record-breaking bat — along with more than 2.6 million items in the library collection.

the challenge

Every year, the National Baseball Hall of Fame and Museum is visited by more than 325,000 fans and has a growing membership of more than 30,000. Keeping track of all these visits and ensuring that members received the attention they needed was a daunting task. To further complicate things, up until 2004, staff members in multiple offices at the Hall of Fame were entering and accessing information about supporters in different systems. It was extremely difficult for individual staffers to fully understand the various ways supporters interacted with the organization.

Those in the membership and development offices were using a text-based UNIX® system for tracking membership activities and financial management. Those in ticketing were using software by Paciolan. The entire organization needed a user-friendly integrated solution that was Windows®-based with a fairly soft learning curve that could easily interface with Microsoft® Office products. The organization also had difficulty segmenting its mailing list and targeting communications. And with ambitious goals of adding 5,000 members a year, they needed to find a new prospect pool.

the solution

Ken Meifert, director of membership and sales for the National Baseball Hall of Fame, chose Blackbaud to help. His vision was to establish a complete solution so the staff could all work from the same base of customers. "The goal for us was to have one integrated system where we could get a complete picture of supporters," Mr. Meifert said. "We needed a system that would help us manage the action tracks or constituent moves, so we could take someone from a member and move them up to a donor."

Without a full view of a constituent, development staffers had difficulty crafting their appeals. "Previous annual fund asks were based on membership level. It was suspect at best, but it was the best data we had," Mr. Meifert said.



photo provided by National Baseball Hall of Fame

“Blackbaud is now the hub of all our customer data. It is the total solution that gives us the big picture of how customers interact with us.”

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The organization implemented **Blackbaud’s Arts and Cultural Solution™**, which includes **The Raiser’s Edge®**, **The Financial Edge™**, **The Patron Edge®**, and **Blackbaud Analytics™**.

the results

Staff members across all offices now have the same view of a supporter, whether that person is a member, a donor, a program participant, or if he or she interacts with the organization on multiple levels. According to Mr. Meifert, having the ability to see how much people have donated, what membership level they are at, and how many times they’ve been to the Museum helps staffers understand what their patrons’ total value is so they can treat them appropriately.

Demographic information about supporters is now entered to further tailor appeals and marketing messages. **“The Raiser’s Edge®** is enabling us to track all of that because of its flexibility,” Mr. Meifert said. For example, whenever members and donors talk with a staff member, they are asked what their favorite team is and who their favorite Hall of Famer is. Staff is then able send customized membership renewal and other correspondence or invite members and donors to specific events involving their favorite team.

“We have also been able to greatly improve operations,” Mr. Meifert said. “When you can get everything you need in one place, it helps streamline processes and saves time.”

With the integrated solution, the National Baseball Hall of Fame grew its membership base from fewer than 10,000 to more than 30,000 in just over two years. Plus, its direct mail fundraising response rates have improved by 56 percent, and the average gift size increased by 52 percent.

Long-time lower-level donors began to give as much as \$1,000, simply because they were asked in the right way — with a personalized direct mail piece. The mailing generated \$200,000, \$100,000 of which came from new donors. While the development office has made strides, the membership program has not been compromised. People are maintaining their memberships while becoming donors.

“We never would have found those people without Blackbaud Analytics,” said Mr. Meifert. “Blackbaud employees have an incredible interest in seeing us succeed. The process was painless — from exporting the data and explaining the results, to helping us determine what to do with them.

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about Blackbaud

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