



photo provided by YMCA of Greater Charlotte

YMCA of Greater Charlotte Uses The Raiser's Edge to Surpass its \$50 Million Campaign Goal

The YMCA of Greater Charlotte has provided its community with development programs for more than 130 years. But as the local association embarked on its biggest fundraising campaign in history, staff members knew they needed to replace their obsolete software system. Extracting simple information about their supporters was extremely difficult, and it was impossible for staff members to get an overall picture of the association's finances, deterring them from applying for grants. They chose The Raiser's Edge, experienced quick implementation, and gained the reporting and CRM functionality they needed to execute their campaign, helping them surpass their \$50 million goal.

the challenge: implement a technology system to help achieve the largest fundraising campaign goal in the association's history

YMCA of Greater Charlotte serves one of every six individuals in its service area with educational and recreational programs that foster growth in spirit, mind, and body. The local association serves more than 180,000 members, and thousands more participate in its programs each year.

On the brink of launching the largest fundraising campaign in its history, YMCA of Greater Charlotte was operating on obsolete technology. Staff members were concerned about data integrity and their inability to easily access accurate reports.

"Before, I didn't want anyone to ask me how much money we had, because I didn't know," said Mary Tucker, director of development at the YMCA of Greater Charlotte. "I would have a volunteer call and say, 'Where are we today?' and I'd say, 'I'll have to call you tomorrow and tell you.' We could not have entered such an ambitious campaign without new software."

In addition to delayed reporting, the inability to pull information from their previous system actually deterred the association from applying for grants, which resulted in missed funding opportunities. The development staff had little confidence in donor records and therefore had difficulty crafting appeals.

The association needed a better solution to help support and strengthen relationships with its members, participants, donors, and supporters.

the solution: use The Raiser's Edge to gain reporting and CRM functionality to help support the fundraising campaign

In planning for its Promises for The Future campaign, the association focused on finding a technology solution that would allow it to handle the campaign's complex donor management and strict reporting requirements.



at-a-glance results

- YMCA of Greater Charlotte topped its \$50 million fundraising campaign goal by almost \$7 million.
- The association secured a \$800,000 challenge grant, which will be used to build a facility in one of Charlotte's most fragile areas.
- Staff members at the YMCA of Greater Charlotte got up and running on The Raiser's Edge in less than 10 months.
- The association received the 2007 Excellence in Fundraising Award.

Blackbaud software and services used by YMCA of Greater Charlotte:

- **The Raiser's Edge®**
- **Blackbaud Consulting Services**



The Stratford Richardson YMCA will be built in one of Charlotte's most fragile areas.
rendering provided by YMCA of Greater Charlotte

"I think Blackbaud's Raiser's Edge is the best product out there, but the service is even better."

After reviewing several other technology providers and working with a team of consultants, the YMCA selected **The Raiser's Edge®** to help reach its goal of raising \$50 million.

The association worked with Blackbaud consultants to go live in a short 10-month time period before the campaign launched. "I think Blackbaud's Raiser's Edge is the best product out there, but the service is even better," said Ms. Tucker. "It was an incredibly smooth implementation."

YMCA of Greater Charlotte topped its \$50 million goal for the Promises for The Future campaign by almost \$7 million.

By being able to adhere to complex reporting requirements, the YMCA of Greater Charlotte received a Kresge Foundation challenge grant of \$800,000, which was designed to leverage additional support. The money was designated for fulfilling a long-time goal: building a facility in one of Charlotte's most fragile areas. The Foundation's guidelines were very stringent, and data needed to be segmented in a very specific way. "We simply could not have done it without **The Raiser's Edge**," said Ms. Tucker. "With the information we were able to capture, we responded to the Foundation's questions correctly and promptly.

"With The Raiser's Edge, there is no question about the integrity of our gifts. We have complete confidence in our data, which allows us to better steward our donors. When we go talk to a donor, we are confident that we have good information, we know their giving history, and that we have the right person."

Recognizing the immense success of the campaign, the North American YMCA Development Organization (NAYDO) presented the YMCA of Greater Charlotte with the Excellence in Fundraising Eagle Award, an annual national fundraising award presented to associations that have demonstrated outstanding achievement.

"We are grateful for Blackbaud and the great team that has supported our efforts each step of the way toward a successful conclusion to our \$50 million campaign," said Dean Jones, senior vice president of financial development at YMCA of Greater Charlotte. "Thanks Blackbaud!"

the raiser's edge overview

The Raiser's Edge helps nonprofit organizations of all types and sizes raise more money and decrease costs by providing diversified fundraising methods, insightful reports, and automated processes to help solve funding challenges, cultivate lifetime relationships with donors, and meet stewardship requirements.

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