

Plan Canada Increases Efficiency Using Blackbaud[®] NetCommunity[™] and The Raiser's Edge[®]



Plan is one of the world's largest development organizations, working in more than 65 countries worldwide on critical issues affecting millions of children. Plan works collaboratively with children, their families, grassroots organizations, local and national governments to create and implement long-term plans that improve living conditions. Plan makes it possible for people living in poverty to use their ideas, talents and energy to make better lives for themselves.

CHALLENGE	SOLUTION	RESULTS
<ul style="list-style-type: none"> Plan Canada had a decade-old donor relationship management (DRM) database that was no longer fulfilling the organization's needs. The organization had a website that was not integrated with their DRM and did not allow for real-time donation processing. Plan Canada used a third-party system for sending emails that did not provide any reporting. Because their various solutions were not integrated, Plan Canada was continuously performing data imports and exports from its applications to handle online functions. 	<ul style="list-style-type: none"> After a thorough review of multiple solutions, Plan Canada was confident that the combination of The Raiser's Edge and Blackbaud NetCommunity would help them better manage their donor relationships and enhance their online marketing efforts. Plan Canada uses Blackbaud NetCommunity as its content management system to manage its website, process all online transactions, allow people to sign up and create online accounts, and send e-communications to constituents. Plan Canada uses the Blackbaud NetCommunity custom store to run its annual virtual giving program called Gifts of Hope, where donors can purchase items that help children and their families around the world: from livestock and school supplies to community wells. 	<ul style="list-style-type: none"> Plan Canada now has a more efficient method to process online donations - donations can be processed within one business day. Improved revenue and e-communications reporting allows fundraising teams to make more informed business decisions. With improved donor segmentation, Plan Canada can send more targeted email marketing messages. As online donation volumes have increased, staff can use their time on other things. Plan Canada is now better able to inform and engage donors, especially when emergencies occur around the world.

“Blackbaud has really helped take our organization into the 21st century. It has helped us become more efficient and automate many of our operational processes because of Blackbaud NetCommunity’s tight integration with The Raiser’s Edge.”

— Lesa O’Brien
Director, New Media

