blackbaud

Bow Valley College

Bow Valley College

> "Using the analytics and ratings in Raiser's Edge NXT allows us to provide precise and realistic numbers, ensuring that fundraisers can meet their goals and reflect their hard work accurately."

—Ali Mikaeili, Prospect Research and Pipeline Specialist

Bow Valley College empowers students to achieve success through high-quality career-relevant programs and personalized wrap-around support. To improve its fundraising and donor engagement efforts, the college leverages robust data management, analytics, and reporting features in Blackbaud Raiser's Edge NXT.

Bow Valley College Uses Raiser's Edge NXT's Robust Analytics for Fundraising Success

Founded in 1963, Bow Valley College has been advancing transformative education and launching careers to new heights. To continue this tradition, the college relies on Blackbaud Raiser's Edge NXT for its fundraising and donor management initiatives and to maintain strong relationships with constituents.

"Raiser's Edge NXT is an invaluable tool, enabling us to manage our large pipeline of constituents with ease, make data-driven decisions, and collaborate effectively as a team," said Ali Mikaeili, prospect research and pipeline specialist. "Its robust analytics and ratings help us in gift solicitation and forecasting, while the real-time information access and custom reporting capabilities ensure we stay ahead in our fundraising efforts."

Bow Valley College is powered by:

Blackbaud Raiser's Edge NXT®

The college's fund development and alumni relation team gains efficiencies in gift cultivation through their use of Raiser's Edge NXT's major gift workflow tools. The combination of notes, actions, and previous research profiles help them identify potential relationships and facilitate effective outreach. They use ratings and likelihood scores to calculate expected gift amounts and target dates for donations, crucial factors for reporting to leadership and driving data-driven fundraising strategies.

Additionally, this team also uses Raiser's Edge NXT to stay connected with alumni. It helps them track event participation, career updates, achievements, scholarships awarded, and any other engagement they have with Bow Valley College. It's a key tool for keeping its alumni pipeline active and relationships meaningful.

"Using the analytics and ratings in Raiser's Edge NXT allows us to provide precise and realistic numbers, ensuring that fundraisers can meet their goals and reflect their hard work accurately," Mikaeili said. "It's been extremely helpful for forecasting and strategizing fundraising efforts as well."
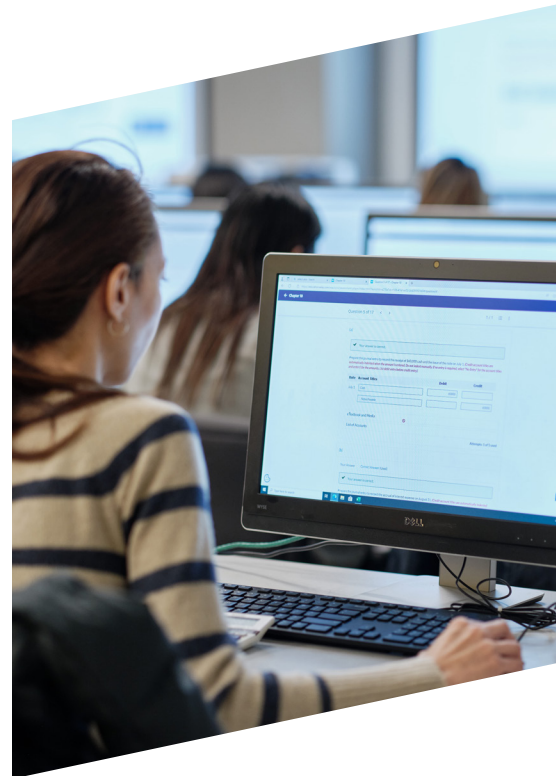
$25M

Surpassed its target
of $25 million in the
quiet phase of its
Open Doors – Open Minds
fundraising campaign

"Raiser's Edge NXT has been instrumental in our ability to achieve and surpass our fundraising goals, streamline operations, and build stronger connections with donors and alumni."

—Ali Mikaeili, Prospect Research and Pipeline Specialist

Surpassing Fundraising Campaign Goals

Having surpassed its target of $25 million in the quiet phase of its Open Doors – Open Minds fundraising campaign, Bow Valley College is in the public phase, which has a goal of $35 million. They have already raised $30 million, leaving them just $5 million away from their target. The college relies heavily on Raiser's Edge NXT for all campaign analysis and reporting, ensuring they have accurate and up-to-date information to guide their fundraising efforts. The ongoing campaign aims to grow the college's endowment fund, providing over $3.5 million annually in scholarships and bursaries and doubling the number of student awards.

"Raiser's Edge NXT has been instrumental in our ability to achieve and surpass our fundraising goals, streamline operations, and build stronger connections with donors and alumni," said Mikaeili. "We surpassed our $25 million goal during the quiet phase of our 'Open Doors - Open Minds' campaign and this wouldn't have been possible without Blackbaud."

Transforming Fundraising Efficiency

Prospect & pipeline management team has been integrating agile project management principles into their fundraising strategies. This approach has been well-received, as it combines prospect research with agile methodologies, making their fundraising efforts more efficient and adaptable. Integrating Raiser's Edge NXT with agile project management

has been transformative for the college. Teams work in iterative cycles, hold regular check-ins to assess progress, and adapt priorities based on feedback and emerging needs. Whether they are refining data entry standards, developing reports, or updating training resources, they use short sprints and clear task ownership to stay focused and flexible. This agile approach has made fundraising efforts more efficient, collaborative, and responsive to change, helping them better engage with donors and alumni.

"The ability to seamlessly blend data-driven decision-making with flexible, responsive methodologies has significantly enhanced our fundraising strategies and project outcomes," shared Mikaeili. "This innovative approach ensures that we stay ahead in the dynamic world of nonprofit fundraising."

Mikaeili also emphasized the authenticity and helpfulness of Blackbaud's customer success team and others, which has contributed to their successful use of the software. "Blackbaud's customer success team has been exceptional. The team is authentic, responsive, and genuinely invested in our success," said Mikaeili. "Their support has been vital in helping us navigate challenges and extend the benefits of Blackbaud's software."

"Raiser's Edge NXT is an invaluable tool, enabling us to manage our large pipeline of constituents with ease, make data-driven decisions, and collaborate effectively as a team."

—Ali Mikaeili,
    Prospect Research and
    Pipeline Specialist

Raise more—smarter.

Learn more

About Blackbaud

Blackbaud (NASDAQ: BLKB) is the world's leading cloud software company powering social good. Serving the entire social good community—nonprofits, higher education institutions, K–12 schools, healthcare organizations, faith communities, arts and cultural organizations, foundations, companies, and individual change agents—Blackbaud connects and empowers organizations to increase their impact through cloud software, services, data intelligence, and expertise. Learn more at www.blackbaud.com.