



The Black Belt Bulletin

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BBCF Adopts "Cutting Edge" System to Communicate with Donor Community: Introducing Blackbaud

As BBCF celebrates its 20th anniversary, the Foundation has been quietly adopting new systems to reflect the organization's advancements. In the non-profit community, BBCF has a reputation for having one of the most effective grassroots donor communities, led by the people of the Black Belt. "The need for a 21st century donor management system was evident, based on BBCF's growing list of donors and volunteers. After much research we selected Blackbaud, a computer system that will greatly enhance our ability to fundraise and maintain superior tracking and communication", according to Serena Low, BBCF Chief of Staff.

blackbaud
Raiser's Edge NXT™

Blackbaud Raiser's Edge NXT is a cloud-based fundraising and donor management software designed specifically for nonprofit organizations. It helps nonprofits manage relationships with donors, track fundraising efforts, and optimize engagement to increase donations and support.

BBCF's certified Blackbaud coordinator, Erica Williams, is the lead manager responsible for setting up and operating the new system. "Blackbaud Raiser's Edge NXT will revolutionize how the Black Belt Community Foundation (BBCF) will engage with our donors and supporters. By providing a comprehensive platform to manage relationships, track fundraising efforts, and analyze data, we (BBCF) can focus more on our mission and less on administrative tasks. This tool will help us increase efficiency, strengthen donor connections, and ultimately drive more impact in our community," assesses Ms. Williams.



BBCF Community Engagement Officer & certified Blackbaud coordinator, Erica Williams

Blackbaud will benefit BBCF with the ability to carry out:

- **Donor Management:** It stores and organizes donor information, making it easier to track interactions, donation history, and engagement.
- **Fundraising Automation:** It helps plan, execute, and track fundraising campaigns, automating processes like sending emails and generating reports.
- **Reporting and Analytics:** Provides data-driven insights through reports and dashboards, helping nonprofits understand trends, monitor progress, and make informed decisions.
- **Event Management:** Helps manage event logistics, including invitations, registrations, and post-event follow-up, all within the system.
- **Volunteer and Membership Tracking:** Enables tracking of volunteers, memberships, and other types of supporters beyond donors.

BBCF President Felecia Lucky stated, "BBCF honors local giving and appreciates ALL gifts. Tracking, managing information and events, thanking and communicating with our vast network of local donors and others who give, is essential to the life-blood of BBCF. As our giving community has grown, we have decided to adopt a donor management system that is first rate and befitting of the generosity of our stakeholders and the mission of the Foundation. The adoption of Blackbaud is the achievement of yet another BBCF milestone, and we are grateful."

SPOTLIGHT ON - DONATIONS -

BBCF gratefully acknowledges our individual and organizational benefactors from across the years. In 2023, over 740 individuals & over 320 organizations donated to BBCF programs, initiatives, and counties. We are so appreciative of this strong action to support the BBCF and our vision of a transformed Black Belt. For a full list of donors, please see pages 34-38 in the 2023 Annual Report under 'News & Publications' on our website: blackbeltfound.org.

BBCF DONORS IN 2023



748
INDIVIDUALS

322
ORGANIZATIONS



CURRENT DONATION OPPORTUNITIES:



We are pleased to announce the return of BBCF's Black Belt Legacy Dinner on **Thursday, October 3, 2024**, at the Harbert Center in Birmingham, Alabama. We ask for your support on this special night to celebrate the strength, heart, and soul of our Region. Scan the QR code above to see the various sponsorship levels along with the benefits associated with each level of support. You can also purchase a ticket to attend this wonderful event or donate the cost of a ticket for a Black Belt resident to attend.

Interested in donating to one of BBCF's other funds/designations? Use the options below to give today!



Cash App:
\$BBCF2024



Online:
SCAN QR CODE



Text 'BBCF' to:
334-378-3700

Your generosity will make a direct difference in Alabama's Black Belt region. Please note that The Black Belt Community Foundation is a 501(c)(3) charitable organization, and your gift is tax deductible as federal law allows.