blackbaud®

Making Event Participants More Successful with Social Media Tools

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Executive Summary

The popularity of social media websites like Facebook®, Twitter®, and YouTube® has given rise to promising new ways for event participants to raise money online. While some industry observers still doubt the fundraising potential of these tools, special event participants continue to be an exception and have shown strong fundraising success by tapping into the power of social networking. Since donors and participants now spend more time on these sites than they do reading email, nonprofit organizations need to provide solutions that enable event participants to utilize these social media tools for fundraising.

The following research conducted by Charity Dynamics and Blackbaud provides a more in-depth look at the growing impact of social media tools on peer-to-peer fundraising and how event participants are utilizing these online tools to more effectively support nonprofits and their missions.

Event Fundraising And The Promise Of Social Media

In 1999, the innovation of personal fundraising web pages and personal email solicitations revolutionized the event fundraising marketplace. Since then, online donations for events have grown an average of 50 percent annually and now account for an estimated 30 percent of most major U.S. events (see Figure 1). The original personal web pages were Web 2.0 before there was Web 2.0, allowing people to build online networks around a personal fundraising goal. The recent explosion of social media — namely Facebook®, Twitter®, and YouTube® — promises to revolutionize the industry yet again.
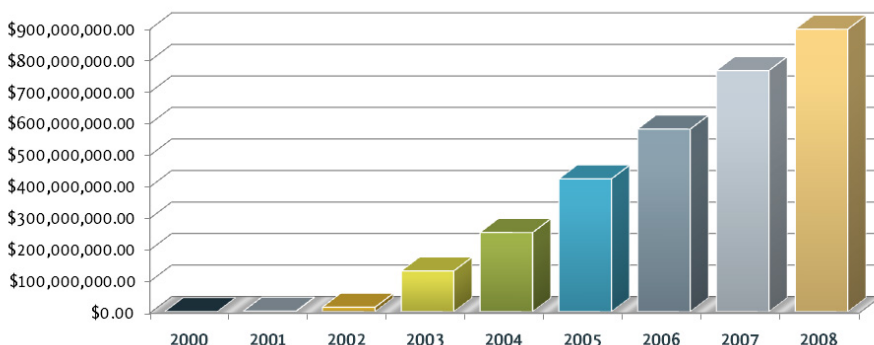

Figure 1: Estimated Annual U.S.-Based Online Event Fundraising

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The general consensus in the marketplace is that social media offers a lot of promise for nonprofit organizations in terms of fundraising, but that this promise requires a long term investment and has yet to be realized. While many still believe that social networking sites have yet to prove to be successful fundraising tools, event fundraising initiatives have proven otherwise. Success has been seen in this area because of the synergies between event participants and social media users. Social media users are online community members who update activities, speak up for causes, express their opinions, and attempt to influence others through these tools. Event participants are active for a cause, act as community or team leaders, show their support for an organization, share emotional stories, and reach out to friends and family for support. These similarities are why events of any size should implement these tools and promote their use to all event participants through their websites and other training methods.

Each of these sites offers a unique opportunity to an event participant. Facebook®, which is the most successful and widely used so far, allows a participant to extend his or her fundraising efforts directly to their friends and networks through badges, canvas pages, status updates, and feeds. Twitter® extends a participant's message to a broad audience of followers through "tweeting" and "re-tweeting." YouTube® can make a participant's fundraising appeal more attractive and personal to prospective donors. Event staff members who are looking to speed the adoption of these tools should target both their most committed participants (not surprisingly) and their least committed participants. The ease of use and "coolness factor" for these new tools compels participants into a deeper and more committed level of fundraising.

Charity Dynamics and Blackbaud joined together for this research project to help nonprofit professionals understand the impact that social networking sites have on fundraising efforts enabled by Blackbaud Sphere® Events™. As part of the research project, the team investigated data collected from more than 1,750 events and more than 1 million participants that had implemented social media tools for their participants during 2009. By reviewing statistical data and surveying users, the team hoped to learn best practices on how organizations can best leverage these new online tools. The project focused on answering the following key questions:

1. Do integrated Facebook® tools help make event participants more successful online fundraisers?

2. Is Twitter® an effective fundraising solicitation tool for event participants?

3. How can a YouTube® video displayed on participants' personal fundraising pages impact their fundraising success?

4. What are the differences between fundraising with traditional email tools versus using newer social media tools?

5. Which segments of event participants are adopting and using social media tools for their fundraising efforts?

6. Who are donors most frequently giving to through these new social media channels?

7. What are best practices for promoting social media tools to event participants in order to help increase adoption?

8. What future trends can we expect to see involving social media and fundraising for special events?

About the Author

Donna Wilkins is the president of Charity Dynamics and leads the company in developing innovative online programs that help nonprofits of all sizes achieve extraordinary results. She has worked with hundreds of organizations to implement integrated online solutions that provide them with the tools and confidence they need to more effectively advance their missions. With more than two decades of experience serving nonprofits, Donna is skilled at optimizing client growth opportunities and empowering organizations to achieve new levels of success. Donna has worked with nonprofits of all sizes and varying missions, including the Lance Armstrong Foundation, American Heart Association, Arthritis Foundation, and Chesapeake Bay Foundation. She holds an MBA from The University of Texas at Austin and a Bachelor of Science in Engineering from the University of Illinois.

Facebook® And Twitter® As Solicitation Tools

According to Nielsen Online's Global Index, December 2007 – December 2008, people now spend more time on social networking sites than they do on email. As such, utilizing these sites for event fundraising may become just as important as personal email solicitations. Both Twitter® and Facebook® have seen tremendous adoption over the past two years and now boast more than 344 million combined users. In response to this growth, Blackbaud released the Social Media Toolkit in 2009 with features specifically designed to allow event fundraisers to harness both Facebook® and Twitter® as solicitation tools. The research showed rapid adoption of these tools after their initial release in June 2009 (see Figure 2), proving that a pent-up demand existed among event participants for these types of applications.

Figure 2: Facebook® Messages Sent Via FeedRaiser™ from June 18 to July 18, 2009

The Social Media Toolkit was designed to allow event fundraisers who were Twitter® and Facebook® users to synch these accounts with their Friends Asking Friends® Participant Headquarters. Once synched, participants would be able to use a set of pre-defined tools to reach more of their contacts throughout their social networks. Online event fundraising tools that leverage Facebook® and Twitter® should have the following minimum features:

1. Allow participants to synch their online fundraising logins with their Facebook® or Twitter® accounts.

2. Allow participants to send a tweet or Facebook® status update directly from their online personal fundraising headquarters.

3. Send all tweets and Facebook® status updates with a link back to the participant's personal page.

4. Provide reports with key data about participants' use of social media tools and online gifts received.

Because it is not limited to a simple 144-character message like Twitter®, Facebook® offers more options for fundraising solicitations. These more advanced applications for Facebook® are recommended for nonprofits whose events are growing and becoming a larger, more considerable part of their organizations' overall online fundraising efforts. A full-featured Facebook® solicitation tool should include the following features:

About the Author
Mark Davis is director of technical solutions for Blackbaud based in Charleston, SC. After the acquisition of Kintera by Blackbaud, he jumped at the chance to move from San Diego to Charleston to experience the humidity of the Carolinas, where was born and raised. Over the past nine years he has worked directly with many of the largest nonprofits in the industry, such as American Heart Association, Big Brothers Big Sisters of America, Alzheimer's Association, Dana Farber Cancer Institute, and Arthritis Foundation. While he has worn many hats over the past nine years with Blackbaud, he works best when he's engaged with customers helping to deploy successful online fundraising solutions. As one of the original architects of the Friends Asking Friends® solution, he has actively participated in the development of the Blackbaud Sphere® product. He received a bachelor's degree in engineering from Duke University and a master's degree in engineering from Stanford University.

1. Automated friend and participant feeds and notifications.

2. Branded fundraising badge and canvas pages with key event and fundraising metrics (Figure 3).

3. Seamless integration between participants' online fundraising pages and fundraising tools with their Facebook® pages.

Figure 3: Example of Facebook® Fundraising Badges

> "Fundraising via Facebook® has evolved in both process and success, from user-initiated to organization-prompted. Organizations increasingly began using more sophisticated Facebook® applications that automated status updates by prompting participants throughout event campaigns."

Measuring The Impact Of Twitter® On Fundraising Success

In all cases, our research demonstrated that participants who use social media tools set higher fundraising goals, raise more money, and reach more donors. We also found, however, that each of the popular social media tools has a slightly different impact on event participants' fundraising.

The research proved that participants who use Twitter® raise more money and reach more donors than non-Twitter® users. To more closely analyze the impact of these social media tools, the research compared returning participants who did not have the advantage of integrated social media tools in 2008, but now had the ability to easily tap into their social networks in 2009. The ease of use and availability of Facebook® and Twitter® tools proved to incent returning participants. In fact, the data showed that returning participants using Twitter® set higher fundraising goals and were also more successful in reaching their goals. Twitter® users increased their personal fundraising goals at least three times more and raised nearly 10 times more online than their peers who did not use Twitter® (see Figure 4).
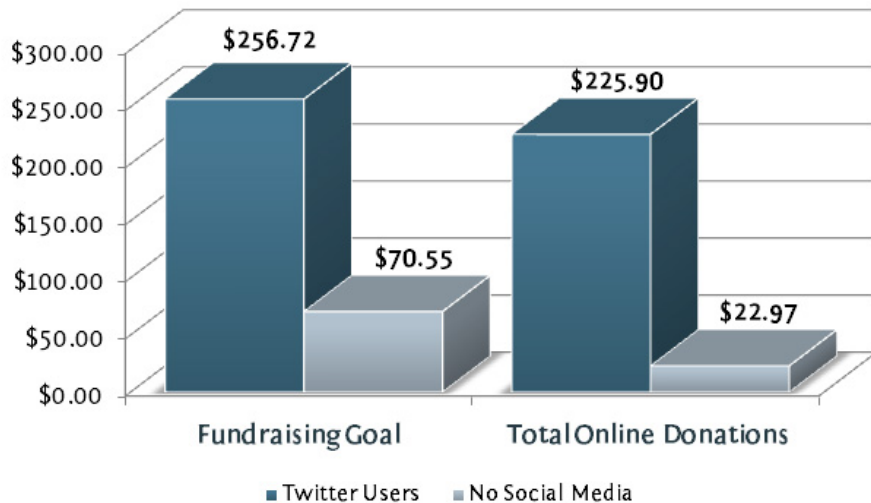
Figure 4: Annual Increase in Participant Fundraising Goals and Donations from 2008 to 2009

"Event participants that adopted integrated social media tools increased their fundraising by as much as 40 percent compared to their peers who weren't using the available online tools."

Measuring The Impact Of Facebook® On Fundraising Success

The evolution of Facebook® being used as a tool for special event fundraising can be broken down into three distinct phases.

Phase 1: User Initiated — Prior to 2009, some of the most creative and resourceful event participants saw an opportunity to use their social networking contacts as a resource for fundraising. They began manually updating Facebook® and other social networking sites to ask friends for donations.

Phase 2: Prompting Participants — In early 2009, event organizers began recognizing the growing impact of social networks and became more proactive in prompting participants to tap into their social networks to support their fundraising efforts. They started including the use of online social networks within published fundraising tips, and also began implementing online applications designed to integrate participants' ability to communicate with their social networks directly from online event websites.
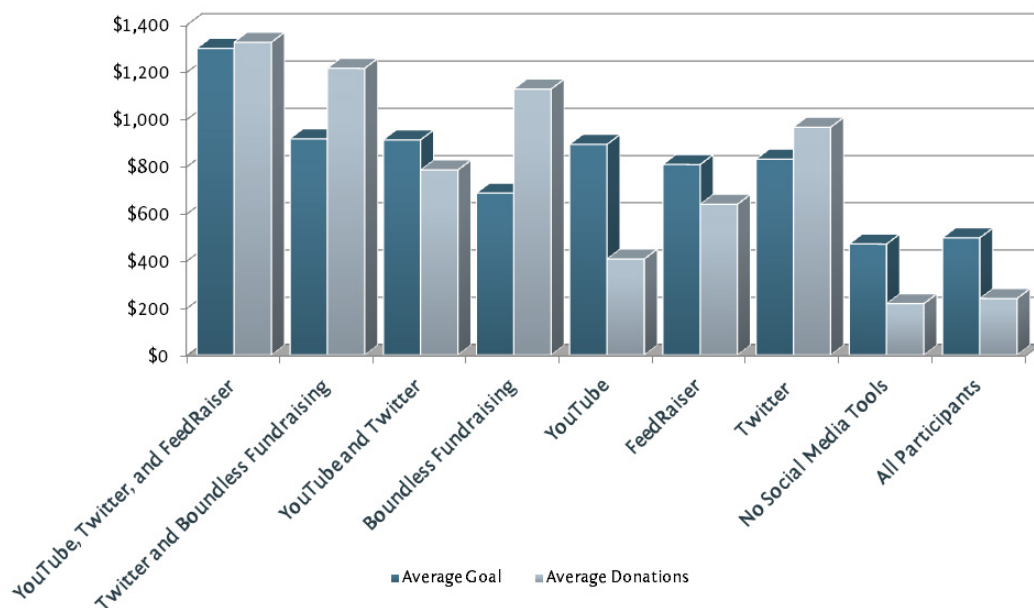
Phase 3: Automating — Throughout 2009, the marketplace experienced an accelerated use of social media by event participants to help strengthen their fundraising. Organizations increasingly began using more sophisticated Facebook® applications that automated status updates by prompting participants throughout event campaigns.

Like Twitter® users, event participants who make use of their Facebook® friends as a resource for fundraising were found to be more successful in reaching their fundraising goals. Event participants who used Facebook® raised significantly more than participants who did not. These participants tend to set higher goals for themselves and commit to stronger support for an organization. Data shows that special event participants who responded to prompts from an organization suggesting an update to their Facebook® status also achieved stronger fundraising results. Further, when a Facebook® application that accelerates and automates Facebook® status updates is used for special event fundraising, the results are even stronger.

Participants who achieve the strongest fundraising success combine multiple social media tools to get the combined power of these social media tools. Overall, event participants that adopted integrated social media tools increased their fundraising by as much as 40 percent compared to their peers who weren't using the available online tools (see Figure 5).

Figure 5: Comparison of Average Participant Fundraising Goals and Online Donations

"YouTube® users performed the strongest offline compared to participants who were utilizing other social media tools. They're more likely to balance their use of both online and offline channels to tell their stories and conduct fundraising activities"

YouTube® Video Versus A Picture

Video specifically hosted on YouTube® has a different kind impact on special event fundraising than Facebook® and Twitter®. While the benefit of these latter two social media tools comes from their ability to enable event participants to reach more prospective donors, YouTube® is useful because it allows participants to have a higher quality, more powerful online message and fundraising appeal.

As the saying goes, "a picture is worth a thousand words." If this is true, then it's safe to say that a video is probably worth a million words! Allowing participants to upgrade their personal web page fundraising appeals from static text and a picture to a video provides a creative, more effective way for them to:

1. Make an impassioned, personal ask.

2. Better describe the impact and mission of the organization they are supporting.

3. Clearly convey why a cause is important to them.

4. Do something "catchy" to increase the viral effect of their fundraising appeal, which ultimately helps to increase conversion rates.

In 2009, Blackbaud deployed an upgrade as part of the 2009 Social Media Toolkit that allowed event participants to upgrade their personal fundraising pages with videos hosted on YouTube®. The intent of

the upgrade was to allow participants to design more effective fundraising appeals using video. Online event fundraising tools that incorporate YouTube® videos should, at a minimum, have the following features:

1. Allow event administrators to upload a YouTube® video library for participants to use.

2. Enable event participants to choose a YouTube® video from the library or link to their own YouTube® videos.

3. Provide reports with key data about online gifts received.

YouTube® users tend to be great storytellers, and our research showed that they're more likely to balance their use of both online and offline channels to tell their stories and conduct fundraising activities. Our research also showed that YouTube® users performed the strongest offline compared to participants who were utilizing other social media tools.
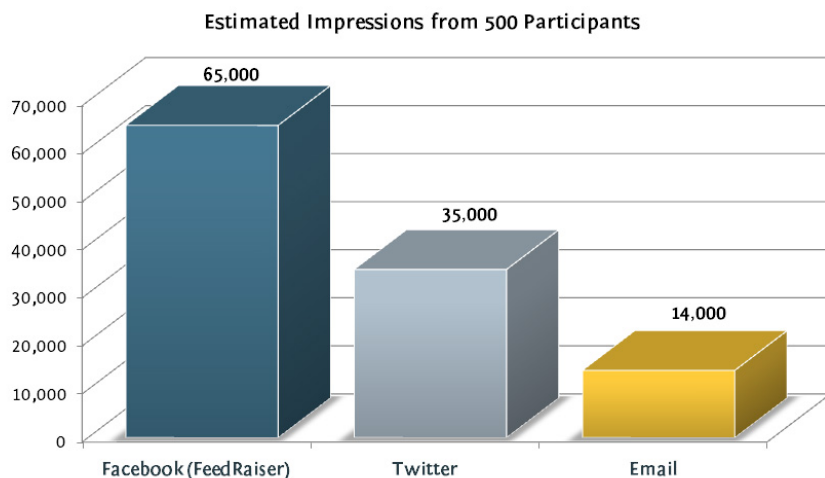
The research team anticipates that video will prove very effective in enticing visitors to participants' personal web pages to donate more often. In fact, ongoing research (to be made available at a later date) will focus on the impact that YouTube® videos have on personal page donor conversions (i.e., the rate at which a visitor to a personal page ends up donating), as well as the average gift for donors who watched a video as compared to those who simply looked at a picture.

Comparing Email Fundraising With Social Media Fundraising

The promise for both Facebook® and Twitter® as solicitation tools lies in the fact that they offer participants an opportunity to increase awareness and reach more potential donors. It's important to note, however, that even with this extended reach, Facebook® and Twitter® solicitations have lower conversion rates than email appeals. Let's take a more detailed look at some of the numbers and reasons behind this.

On average, event participants typically send 28 solicitation emails to people from their address books, with about 25 percent of those people converting into donors. Facebook® users have an average of 130 friends and each Twitter® account averages 70 followers (see Figure 6).

Figure 6: Comparison of the Number of Contacts with Facebook®, Twitter® and Email

"Participants using Twitter® set higher fundraising goals and were also more successful in reaching their goals. Twitter® users increased their personal fundraising goals at least three times more and raised nearly 10 times more online."

The potential for Facebook® and Twitter® relies on the number of updates a participant makes, as well as the number of friends and followers actually viewing those updates. So, while these two social media platforms enable participants to share updates with many friends at one time, it's essential that their followers are regularly accessing the social networking sites and viewing their communications and fundraising appeals. Email, on the other hand, is a one-to-one communication that goes directly to a potential donor, and therefore has a more captive audience. This would be similar to making a phone call to one of your friends and asking them for support, versus walking into a crowded party and announcing that you're fundraising. The phone call typically is either answered or listened to as a message. The announcement at a party relies not only on your friends actually being at the party, but also that they're listening.
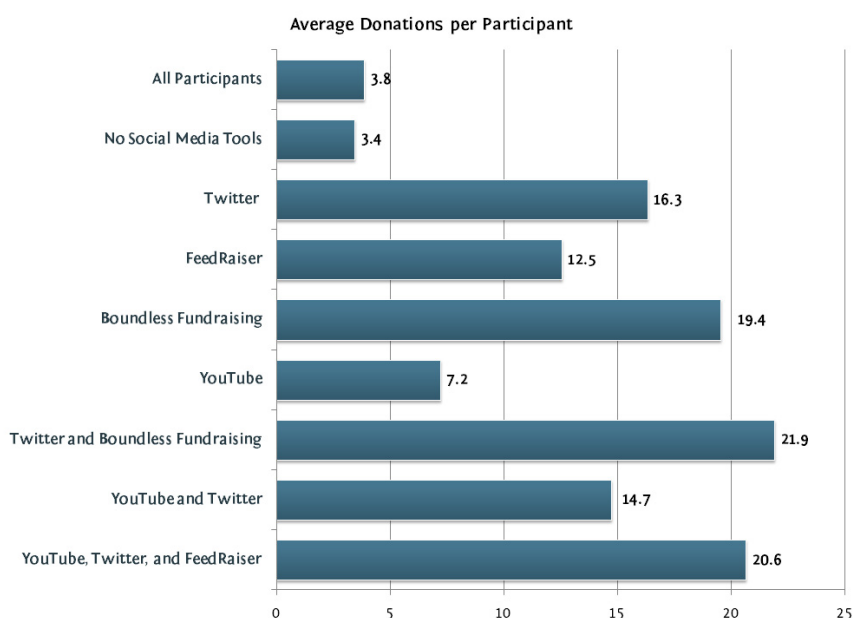
This extended reach into a participant's social network — one in which friends and followers must be present and listening — yields a lower conversion rate when measuring the potential for the message with completed donations. While personal email historically has converted approximately 25 percent of recipients, Twitter® and Facebook® feeds convert closer to 0.25 percent of impressions.

While conversion rates for Facebook® and Twitter® are significantly lower than those for personalized email, they actually are in line with values for nonprofits' delivered email campaigns, according to the 2008 NTEN and M&R Strategies eNonprofit Benchmarks Study. When considering an individual's more loosely defined list of social networking "friends" versus a hand-picked list of personal email contacts, it is not surprising that conversion rates on Facebook® and Twitter® more closely align with a general online fundraising solicitation.

As we've indicated, the real value with Facebook® and Twitter® is the expanded reach that event participants achieve when using these tools. Participants who used social media had more donors than participants who did not use social media (see Figure 7).

> "Donors attracted through social media are more likely new to an organization and are younger, compared to other donors supporting the event. On average, 75 percent of donors through social media are new to the organization versus an average of 50 percent of all donors in support of participants."
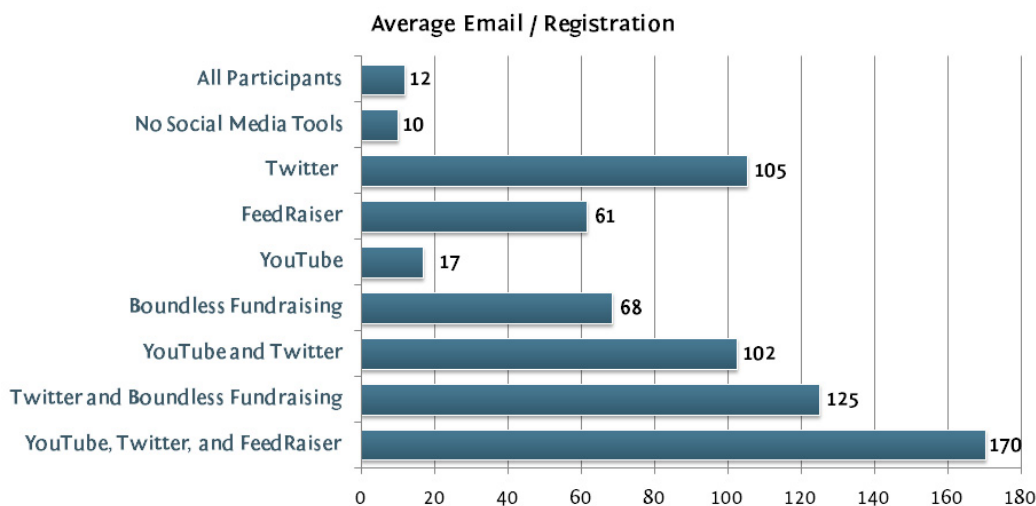
Figure 7: Number of Donors per Participant Based on Use of Social Media

Average Donations per Participant

Category	Value
All Participants	3.8
No Social Media Tools	3.4
Twitter	16.3
FeedRaiser	12.5
Boundless Fundraising	19.4
YouTube	7.2
Twitter and Boundless Fundraising	21.9
YouTube and Twitter	14.7
YouTube, Twitter, and FeedRaiser	20.6

Another concern often raised is that social media might replace email as a fundraising solicitation tool or cannibalize fundraising that's already taking place online. In fact, our research indicates just the opposite. Most participants tapping into their social networks for fundraising were actually sending more emails than their peers who were not using social networks. This observation demonstrates that participants were using social media effectively along with email (Figure 8).
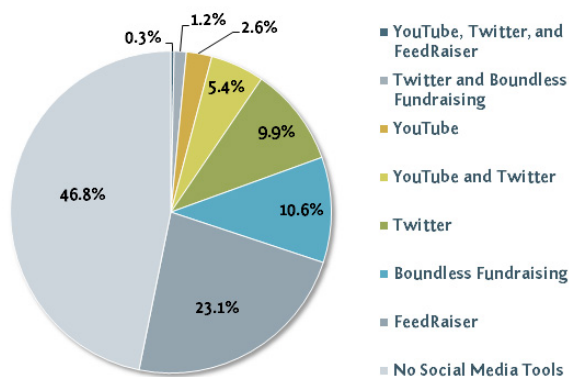
Figure 8: Average Number of Emails Sent per Participant

Participant And Donor Profiles Using Social Media

By analyzing event data and providing profiles of which participants make the best use of social media for fundraising, event organizers can better plan how to be more successful when implementing these online tools. Not surprisingly, participants who took the most advantage of social media tools were also among the top fundraisers for their respective events. These individuals were found to be sophisticated, multi-channel fundraisers who used every fundraising tool provided to them. They updated personal pages with photos and stories, sent emails, updated their Facebook® statuses, sent tweets, created videos, and conducted other creative fundraising activities. The research showed that events are increasingly offering participants the opportunity to use social media. Over half of the events in the research study have participants using social media. What's particularly interesting is the growing number of participants using multiple social media tools (Figure 9). It will be interesting to watch the potential of these sophisticated fundraisers.

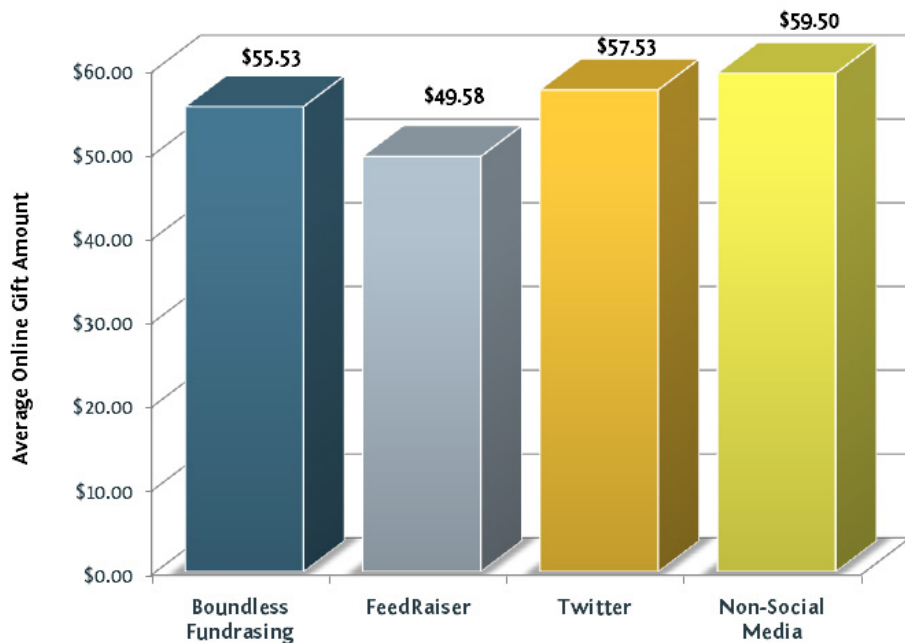Figure 9: Participant Usage of Social Media Tools

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Participants who are most involved with an organization are most likely to use social media tools as a fundraising resource. Strong adopters of such tools are individuals who are typically among an event's top fundraisers, including volunteer, repeat participants, and team captains. The research also revealed that when more preparation is required for an event, participants are more likely to use social media as part of their fundraising efforts. Additionally, participants in endurance events have a significantly higher adoption than individuals taking part in less physically challenging events.

Our research showed that another set of fundraisers was drawn to the ease of using social networks to instantly broadcast their participation in an event to friends and followers by sharing a quick link and status update. These are participants who use their social networks as a primary means to communicate online with their friends. The strongest and most efficient way for these individuals to share information about their participation in an event and ask for a donation is through their social networks.

Donors who give via social media tend to have a lower average gift than donors who give as a result of a direct email solicitation (Figure 10). Because social media has a much broader reach, it's understandable that some of these donors are not as closely connected to participants they support. The following is snapshot of the types of contacts typically targeted through email versus social networking solicitations.

Figure 10: Average Online Gift Amount in Support of Participants Using Media

Typical Social Networking Prospects:

- Immediate family

- Extended family
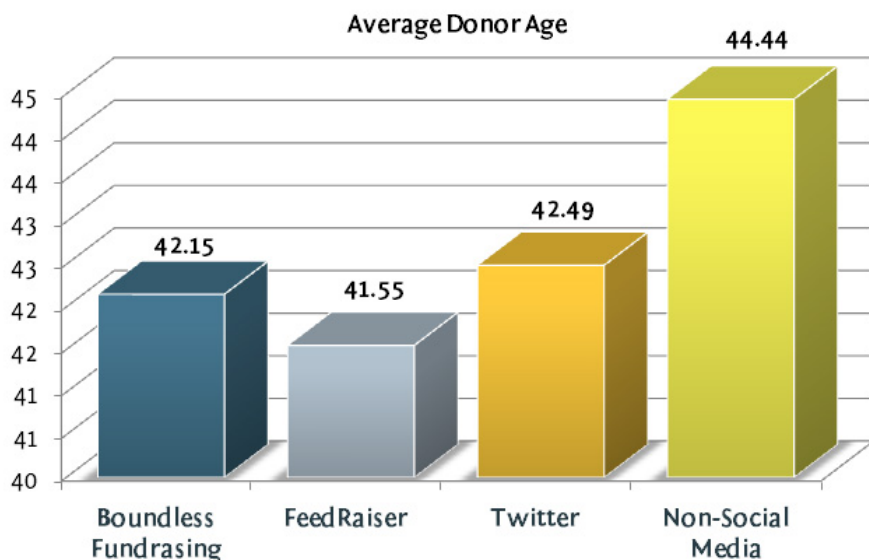
- Close friends

- Friends of friends

Typical Email Prospects:

- Immediate family

- Close friends

- Co-workers

The research also indicates that donors attracted through social media are more likely new to an organization and are younger, compared to other donors supporting the event (Figure 11). On average, 75 percent of donors through social media are new to the organization versus an average of 50 percent of all donors in support of participants.

Figure 11: Average Age of Donors Supporting Participants Using Social Media

When put into the perspective that there is a higher concentration of new donors through social media, it's not surprising that these first-time gifts drive the average gift amount lower than other online gifts. However, there's still strong potential for incremental donors with average gifts that are only 20 percent lower to be cultivated as individual donors to an organization.

Best Practices To Ensure Participant Adoption

Best practices for promoting the adoption of social media tools as a resource for fundraising mirror best practices for promoting other online tools and fundraising techniques. Keys to success include building awareness regarding the availability of the tools, and highlighting how the tools can make participants successful.

1. Build Awareness for Tools

In building awareness, you should first make sure to educate everyone who is in a position to influence and use social media tools. Ensure that internal staff members are aware of the capabilities and availability of these tools, and that they're comfortable recommending how the tools can best be used. Help team captains for your events understand the tools so that they can be confident instructing team members how to maximize their fundraising. Provide participants with proof points on how social media can impact their fundraising.

The first step in sharing this information is to understand how it applies to your particular event. We also recommend using some of the data from this report that demonstrates success. A few quick examples that can inspire everyone include:

- The organization is supporting teams and participants in the event by making social media tools available for fundraising.

- Participants who use social media to conduct fundraising and keep friends and family updated about their participation in an event raise twice as much as other participants.

- Social media tools are easy to use and enable participants to instantly start fundraising.

It's also important to prepare everyone with the answers to questions that may come up when they recommend these tools. Create an FAQ that gives answers to commonly asked questions. If additional questions come up, you can always add to the FAQ. Consider a demonstration to show how easy it is to use these tools. The saying "seeing is believing" can go a long way in helping others to visualize how easy it is to take advantage of social media tools. Provide examples and anecdotal stories to make it even easier to understand the potential impact.

Additionally, recommend that staff and team captains take a first step to use these tools themselves. It will be much easier for them to make a recommendation if they have firsthand experience.

2. It's Worth Repeating

The key to success in adoption of social networking tools is providing multiple opportunities to integrate fundraising with social networking tools. Include reminders about using social media tools any place that fundraising tips and techniques are shared. Just as you would provide supporters with tips for online and offline fundraising, now there's one more set of tools to remind participants to use.
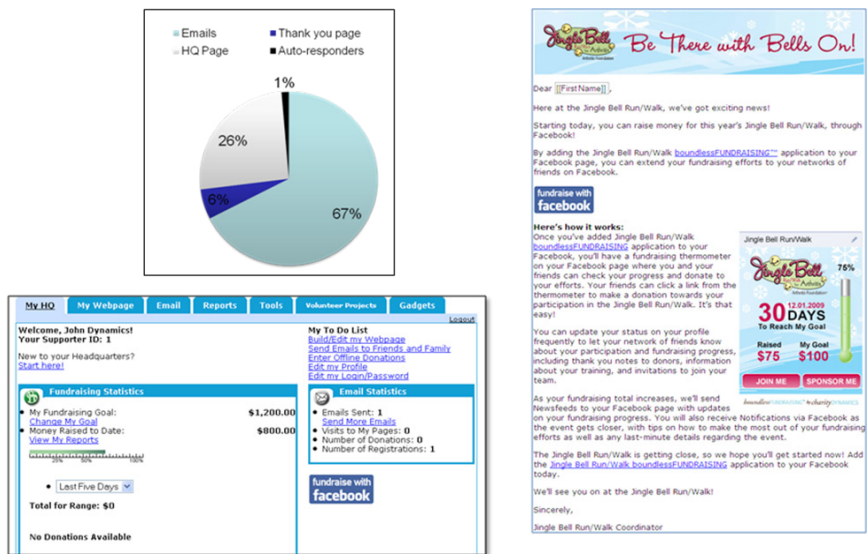
Highlight social media tools during recruiting. We all know that recruiting for special event participants is competitive with a crowded event field. When wooing participants, be sure to let them know you have the latest and greatest in social media tools and tips for making the most of their social networks for fundraising. Your adoption and promotion of these tools also gives your organization an opportunity to portray itself as one of the most savvy and progressive nonprofits when it comes to making the event and your participants a success!

Highlight social media tools in your fundraising kits. Make sure that you remind people to make use of their networks on Twitter®, Facebook®, and other social media sites. While you're reminding them to send emails, make phone calls, and even write personal letters, don't forget to recommend reaching these same people through social media.

Don't forget a reminder for those who need a second push. There are multiple steps for participants to fully make use of all of the fundraising tools available to them when they register for an event. Not everyone is going to use social media first. They may need a reminder that they have an easy way to ask for additional donations. Send an email a week or two after a participant begins fundraising. Provide tips about fundraising with social media to participants who are just short of a fundraising milestone or still stretching to reach their goal. If you use fundraising mentors, make sure they have these tips on their list.

Organizations using at least one email message specifically asking participants to use social media tools see a higher percentage of participants using the application. They typically see approximately 30 percent more participants add the application as a result of receiving these emails.

3. Integrated Fundraising

Research indicates that participants are now using multiple channels for their fundraising efforts. While calling these tools out individually can be helpful, the strongest results are seen when you provide participants with an integrated set of tips for combining offline outreach, traditional online personal fundraising tools, and social media.

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Research indicates that participants are now using multiple channels for their fundraising efforts. While calling these tools out individually can be helpful, the strongest results are seen when you provide participants with an integrated set of tips for combining offline outreach, traditional online personal fundraising tools, and social media.

Conclusion

Social media continues to drive new levels of success for nonprofits' special events, as well as for the individuals participating in and fundraising for those events. Organizations can significantly increase awareness and support by helping to extend event participants' fundraising activities into their social networks. The social media tools that are making the strongest impact today include Facebook®, Twitter®, and YouTube®. Participants using social media are reaching more prospective donors, increasing donations, and are ultimately more successful in achieving their fundraising goals. Additionally, through these increasingly popular social networks, more people are learning about special events that support important causes, new people are participating, and a larger number of supporters are getting involved in online fundraising.

As social media evolves, we'll see new networks gain momentum and others fade in popularity. To ensure that organizations are best positioned for ongoing success, it's important that they continually evaluate which social networks most strongly connect to their participants and supporters.

Making Event Participants More Successful with Social Media Tools

Customer Success Story

The Arthritis Foundation is the only national nonprofit organization that supports the more than 100 types of arthritis and related conditions. Founded in 1948, with headquarters in Atlanta, the Arthritis Foundation has multiple service points located throughout the country. The Arthritis Foundation is the largest private, nonprofit contributor to arthritis research in the world, funding more than $380 million in research grants since 1948. The foundation helps people take control of arthritis by providing public health education, pursuing public policy and legislation, and conducting evidence-based programs to improve the quality of life for those living with arthritis.

Arthritis Foundation hosts the Jingle Bell Run/Walk for Arthritis, in which thousands of walkers and runners hit the nation's pavements, pathways, and parks each winter to fight the nation's most common cause of disability.

Challenge

- In 2009, the Arthritis Foundation faced a challenging economic climate on the 25th anniversary of the Jingle Bell Run/Walk. With that in mind, the Arthritis Foundation team wanted to provide as many tools and resources for participants as possible.

- Staff members at the Foundation wanted to implement a social media strategy and program to increase event fundraising revenues.

Solution

- The Foundation implemented Boundless Fundraising™ by Charity Dynamics for Facebook® with the Blackbaud Sphere® Events™ solution for the Jingle Bell Run/Walk.

- Jingle Bell Walk/Run participants in 103 separate events across the country began using the social networking capabilities in September, 2009.

Results

- The event increased in overall revenue by 20 percent from 2008, thanks in part to social media.

- Individual participants who used Boundless Fundraising™ raised an average of nearly double the amount than non-users.

- These participants were setting higher goals on average ($266 versus $155) and were 14 percent more likely to achieve their higher fundraising goals.

"Our goal was to give our Jingle Bell Walk/Run participants the best tools available to make their events a great experience. We accomplished that and more. We got an added bonus of being able to use a popular social media site like Facebook® to raise awareness and funds to fight Arthritis."

— Sara Orrell,
Associate Vice President,
Arthritis Foundation

Where To Go From Here

This paper provided a starting point for developing a sound approach for integrating social media tools with your online event fundraising programs. If you are looking for experienced partners that understand the domain and can help you with related products and services, Blackbaud and Charity Dynamics offer the following:

Charity Dynamics Boundless Fundraising™:

Charity Dynamics' Boundless Fundraising™ Facebook® application allows organizations and their participants to seamlessly integrate their online fundraising efforts with Facebook®. More than $10 million was raised by Boundless Fundraising in 2009. Charity Dynamics continues to develop innovative solutions to connect participants and donors with social media.

Charity Dynamics provides strategic services and solutions to nonprofit organizations. The company empowers organizations to successfully integrate social media channels into communication, fundraising, and grassroots advocacy campaigns. Charity Dynamics provides strategic consulting, campaign planning, and implementation services to complement organizations' in house capabilities.

Blackbaud Sphere™:

The industry's leading event fundraising solutions, Sphere Events® and Sphere eMarketing® are well suited for organizations that want to provide online tools for online fundraising events. Having raised over $1 billion online, Friends Asking Friends® is a proven fundraising solution for these highly engaged supporters. These solutions feature Blackbaud Connect®, the industry's first and most powerful open platform. Blackbaud has developed solutions for all three major social networking sites described in this paper, and continues to innovate into other promising areas through its robust development community.

Further Reading:

Sphere Events featuring Friends Asking Friends case study information, available at www.blackbaud.com/products/internet/sphere-events.aspx.

About Blackbaud

Blackbaud is the leading global provider of software and services designed specifically for nonprofit organizations, enabling them to improve operational efficiency, build strong relationships, and raise more money to support their missions. Approximately 24,000 organizations — including The American Red Cross, Cancer Research UK, Earthjustice, International Fund for Animal Welfare, Lincoln Center, The Salvation Army, The Taft School, Tulsa Community Foundation, Ursinus College, the WGBH Educational Foundation, and Yale University — use one or more Blackbaud products and services for fundraising, constituent relationship management, financial management, website management, direct marketing, education administration, ticketing, business intelligence, prospect research, consulting, and analytics. Since 1981, Blackbaud's sole focus and expertise has been partnering with nonprofits and providing them the solutions they need to make a difference in their local communities and worldwide. Headquartered in the United States, Blackbaud also has operations in Australia, Canada, Hong Kong, the Netherlands, and the United Kingdom. For more information, visit www.blackbaud.com.