

Get your website working for your mission

Driven and Delivered by Blackbaud Services

Built on WordPress

Create a purpose-built, integrated web experience that showcases the best of your brand and mission

Did you know 60% of donors visit your public website before making a gift? Think about your website – is it putting the best foot forward? You know every supporter and donation counts. So make sure your visitors are inspired to take action when they walk through your virtual front door. The Blackbaud Website Package is engineered as the turn-key solution to help you achieve this.

How it Works

First, we start with **your strategy**. Our award winning Blackbaud Services digital design team will first explore your audience and how you want to engage with them. Understanding this, we then design a site that reflects your unique look and feel while also leveraging industry best practices, standard functionality and a framework that will make your content easy to navigate and maintain. Using WordPress as the underlying content management system (CMS) allows us to give you an easy-to-use interface to keep your website up-to-date. Next, we build out the site in the cloud. With robust cloud operations you can rest assured that the pages will load quickly, the site will always be available, and the solution is 100% PCI compliant. But we don't stop there. Options to integrate and operate with your current Blackbaud solutions, ongoing support and ongoing services will ensure you are driving outcomes for the life of your site.

“Today our website is much more user friendly. One click and you get onto the donation site. It is so easy to fill out and a donation is made very quickly.”

- Jennifer Weiler
Sr Vice President & Chief
Development Officer
The First Tee

Benefits and Outcomes

On average, customers we've worked with see:



An average gift size of
\$237
(vs \$180 for those who don't)



2x
increase in
email address
acquisition



77%
increase in
number of
online donations



64%
increase in
site traffic from
search and social

Choose the subscription that is right for you

	Starter	Essentials	Professional
Project Management	Included	Included	Included
Strategic Deliverables	Website Strategy Session to discuss the brand, audience, and goals. Content Audit of existing site. Content Strategy & optimization of the site home & primary landing pages (up to 5).	All Starter deliverables plus: Content Optimization of an additional 5 pages (10 total), navigation workshop, usability testing, personas and targeted content strategy for the homepage.	All Essentials deliverables plus: Content Optimization of an additional 5 pages (15 total), strategy recommendations report for up to 5 top navigation level pages based on user research, social media campaign, SEO research, Google Analytics reporting and research.
Visual Deliverables	Responsive theme leveraging modular content driven theme. Your brand strategically applied to a best practice website template, structured to the needs of your organization. Style guide tailored to your brand. All basic modules included. (Modules)	Custom visual design, developed from the strategic sessions. Responsive prototype of design applied to the CMS for review and testing prior to sign-off. Style guide tailored to the your brand. All the default modules and the implementation of up to three (3) advanced modules. (Modules)	All Essentials deliverables plus: Implementation of any/all modules. (Modules) Content Strategy Report outlining specific content recommendations based on user research and goals.
Functional Deliverables	Content Management powered by the WordPress CMS. Flexible Content Modules featuring drag and drop functionality: Custom Forms, Event Calendar, Instagram and Flickr Integration, Social Streaming, SEO by SEO Yoast, ADA Compliant theme and layouts.	All Starter deliverables plus: Configuration of up to (3) modules listed in the visual deliverables.	All Essentials deliverables plus: Configuration of any/all modules as determined by Website Strategy
Retained Services		18 hours / over 3 years	36 hours / over 3 years
PCI Certified	Included	Included	Included
Support	Included	Included	Included
Raiser's Edge NXT Integration		Available as additional module	Available as additional module

Note: Custom implementation and custom retained services options are also available





“The thing that really stood out to us was the amount of research that went into the plan and the strategy. We actually have metrics and research that backed up the why behind the design.”

*- Lauren Taylor
Senior Communications Coordinator*



Use Website Data to Steward
Strong Relationships with
Donors



“It is a new arena for us. All of our data today is so separate, and we are working quickly to change that. We are continually looking to grow.”

*- Erin Flynn
Senior Vice President of Development*

Why partner with Blackbaud to design and run your website?



INDUSTRY EXPERTISE



SOLUTION EXPERTISE

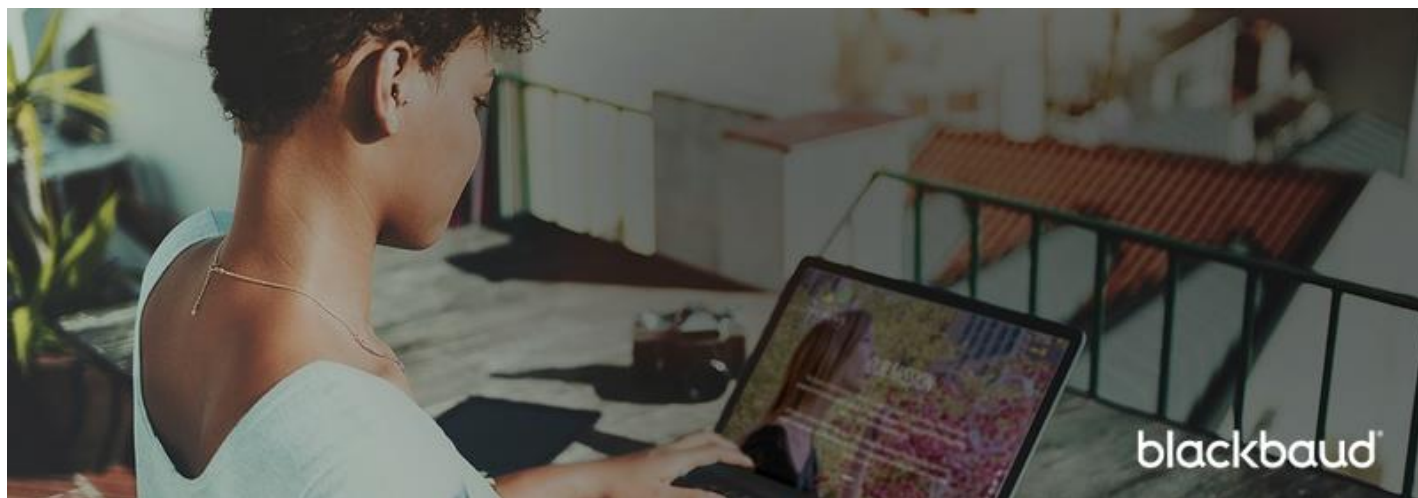


PARTNERSHIP FOR
SUCCESS

Learn more, [click here](#).

Check out a few design awards: [Interactive Media Awards](#)

Grade your current website, [click here](#).



About WordPress

WordPress is a third-party, open source content management system (CMS) that currently powers nearly 30% of the entire web – from personal blogs to large news sites – 75 million websites use WordPress. WordPress accounts for about 60% of all CMS systems.

<https://expandedramblings.com/index.php/wordpress-statistics/>

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud provides software, services, expertise, and data intelligence that empowers and connects people to advance the social good movement. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, healthcare institutions, and the individual change agents who support them.



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