As one of the nonprofit sector's most popular fundraising tools, The **Raiser's Edge** is a comprehensive system that helps nonprofits achieve their mission by getting the very most out of their existing fundraising strategies.

Raiser’s Edge is a fundraising system designed especially for non-profit organizations. It’s also a customer relation management tool with more than 28,000 clients on its list, who targeted it as a unique performer the market has to offer to fundraising institutions.

Raiser’s Edge leads you to the complete accomplishment of your funding targets by keeping in loop more donors than the ones you’ve considered. It also gives you the opportunity to organize and promote webinars and non-profit events to turn fundraising management into an interesting and enjoyable experience.

There are many reasons why Raiser’s Edge is currently a leading fundraising app. The thing users happen to like the most is how it is continuously evolving and providing improved solutions. For instance, it covers all essential online marketing tools that are necessary for you to accomplish your goals

you will record dramatic improvements in the way you store and visualize data, be it related to payment or collecting supporters. Raiser’s Edge is genuinely designed to maintain your records in a good condition, which is why it also gives you access to the Blackbaud community where you can exchange campaign experiences.

A feature that will be really helpful for you is donor segmentation, namely the possibility to divide donors depending on the amount they are donating, and the manner in which they are transferring it. This way, you will be able to address only particular group, while keeping everybody else in the loop. Basically, there are no restrictions to as how many donor records you can keep in your database.

Raiser’s Edge is available for mobile users as well. As you can guess, this is one of the reasons why it gathers more cause supporters and raises more funds than other apps. Plus, it enables you to keep your team updated for every change in latest numbers, so that they would make a quick decision wherever they are. iPhone users can download an exclusive app for collecting on spot payments, and sync their account with the server so that they would skip manual entries.

Raiser's Edge is a smart, cloud fundraising solution built to help nonprofits achieve sustainable growth. It's a total solution that includes all the tools needed to be successful on one platform and one simple subscription price. This includes data enrichment services, event management, and social and email marketing tools, online donations, flexible reporting and actionable analytics. Raiser's Edge NXT pulls together your processes and people to move your entire mission forward.

## **For over 25 years, Raiser’s Edge has been a leader in developing fundraising software and facilitating relationship management for nonprofits. With the launch of Raiser’s Edge NXT, we’re ushering in a new age of performance and support for our customers: the first truly comprehensive, cloud-based solution built specifically for the needs and desires of the nonprofit community. Smart, scalable, and predictive, Raiser’s Edge NXT is ready to help you grow your constituent base and expand your revenue streams, so you can increase your impact like never before**