

## Express Optimization of The Raiser's Edge®

### Challenge:

#### Maximizing the involvement of every donor and volunteer

Fiona Brown Consulting Inc. (FBC) was approached by *Habitat for Humanity Thunder Bay (Habitat)* to optimize their use of The Raiser's Edge® relationship management system. Habitat had a good record of attracting new donors, but wanted to dramatically improve its record for building loyal donor relationships. The organization was successful in attracting and retaining construction, ReStore, and fundraising volunteers but felt constantly challenged by the administrative effort required to manage service records, provide timely recognition, and satisfy the reporting requirements of Habitat's local and national partners.

### Solution:

#### FBC's turn-key Raiser's Edge solution

Working directly with *Habitat* CEO, Diane Mitchell FBC expertly identified areas of concern and developed a dynamic package that provided *Habitat* all of the Raiser's Edge tools needed to streamline administrative processes and focus on building stronger relationships with donors and volunteers. **FBC's turn-key Raiser's Edge solution** includes *Habitat* specific set-up of The Raiser's Edge, data cleansing and standardization of current data, development and implementation of comprehensive business processes, a full set of "one-touch" standard reports, and face-to-face delivery of *Habitat* focused Raiser's Edge user training.



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We make the Raiser's Edge® Work for you.

Fiona Brown Consulting Inc. Canada's Independent Raiser's Edge experts.

**Result:**

**Increase in donor loyalty, volunteer satisfaction, and overall efficiency**

Implementation of **FBC's turn-key Raiser's Edge solution** has positioned *Habitat* to leverage every ounce of competitive advantage from their investment in The Raiser's Edge. Communications with donors and volunteers are strategic, personalized, and timely. Information is gathered and used with clear purpose, and key relationship information ("Institutional intelligence") is centralized and safe.

A change of staff or volunteer leadership is no longer cause for panic.

**FBC's Express Optimization of The Raiser's Edge** has positioned *Habitat* to build its business and build exemplary donor relationships, no matter what the future holds.

*" FBC offered customized training at our location for a reasonable price. Fiona was wonderful, she identified problems with our system, created a plan to solve the problems and ensured that when our training was complete we had all the tools necessary to use our system to its full capacity.*

*Fiona even provided user guides written for us so everyone can use the system properly.*

*We can already see the difference a solid data base makes in fund development and volunteer recruitment. We really can't say thank you enough for everything you have done to ensure Habitat for Humanity Thunder Bay runs more efficiently and effectively. "*

**Diane Mitchell**

*CEO @ Habitat for Humanity Thunder Bay*



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