

## Raiser's Edge Audit and Optimization

### Challenge:

#### Maximizing the support of every donor

Fiona Brown Consulting Inc. (FBC) was approached by the *Shepherds of Good Hope Foundation* to optimize their use of The Raiser's Edge® donor relationship management system.

The Foundation's newly appointed Executive Director, Anna Silverman – fresh from running an exceptionally successful capital campaign at the Ottawa Humane Society – had immediately identified Raiser's Edge optimization as her #1 priority to boost donor loyalty, reduce donor attrition, increase average gift value, and prepare Shepherds for fundraising success far beyond its traditional annual appeal.

### Solution:

#### FBC's Raiser's Edge audit and optimization

The FBC team analyzed Shepherds' system, resources, and fundraising objectives then strategically optimized The Raiser's Edge system, cleansed and standardized donor data, developed and implemented a comprehensive set of best-practice business processes, created a full set of "one-touch" standard reports, and developed and delivered face-to-face Shepherds-specific Raiser's Edge training.



Fiona Brown Consulting Inc.  
437 Catherine St.  
Ottawa, ON K1R 5T7

Tel: (613) 259-9968

[www.fionabrownconsulting.com](http://www.fionabrownconsulting.com)

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

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

**Result:**

**Increased fundraising capacity and complete capital campaign readiness**

Implementation of FBC's Raiser's Edge Audit and Optimization has enabled Shepherds to increase net returns from direct mail appeals; upgrade and attract new monthly donors; clearly identify the net contribution of signature special events and third party events; fully integrate new online fundraising initiatives, and prepare for capital campaign success.

All communications with donors and volunteers are now strategic, personalized, and timely.

Donor information is gathered and used with clear purpose, and all key relationship information Institutional intelligence is centralized and secure.

FBC's combined expertise—in fundraising, project management, with data, and with The Raiser's Edge—has equipped Shepherds to steward donors to the exemplary levels achieved by Canada's most successful not-for-profits.

*"My advice...to any fundraiser who really wants to make a difference, stop struggling with The Raiser's Edge....and call FBC. "*

**Anna Silverman**  
Executive Director  
Shepherds of Good Hope Foundation



**Fiona Brown Consulting Inc.**  
437 Catherine St.  
Ottawa, ON K1R 5T7

Tel: (613) 259-9968

[www.fionabrownconsulting.com](http://www.fionabrownconsulting.com)

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

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