

CUSTOMER SPOTLIGHT

Martlets



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—Claire Docteur, Donations Processing and Data Officer

As the staff of Martlets elevates their impact and builds an improved facility to care for terminally ill people in their community, they’ve energised their fundraising work by adopting Blackbaud software, which includes donation forms designed for organisations like theirs.

As a result, they can work smarter, spending less time on administrative tasks and more time connecting with supporters in creative and personal ways.

Hospice freed to soar higher with software built for their fundraising needs

Martlets takes its name from a mythical bird often shown “in perpetual flight with open wings and no feet, never stopping to sleep,” a symbol of the round-the-clock care the Hospice provides to people who are terminally ill in the English seaside city of Brighton & Hove in East Sussex, and surrounding areas.

Behind the scenes, Martlets’ fundraising team has adopted transformative software with built-in donation forms that is making them more efficient, effective, and energised in supporting that continuous care as well as plans for a new hospice building “where local people can be supported with privacy, safety, comfort and respect at their end of life.”

Martlets is powered by:

Blackbaud Raiser’s Edge NXT®

Blackbaud Merchant Services™

Donations that used to require five to six processing steps with the hospice's previous technology now can be processed in batches with a single click with Blackbaud Raiser's Edge NXT for fundraising and Blackbaud Merchant Services for payment processing. That includes sending each donor an automatically generated thank-you message.

Rather than cumbersome, individual and manual reviews, a quick check of the coding and the integrity of the data is all that's required before approval. "By cutting out those manual processes, we are cutting out room for error," explained Martlets' Donations Processing and Data Officer, Claire Docteur. "It makes sure that we are fully accountable."

The time saved on processing and reconciliation adds up, allowing her team to focus more on creative communications and personal interactions to further engage donors. "Blackbaud frees up time for our team to love our supporters more," Docteur said. "That's one of the things that inspires me."



"I see the benefits of the donations forms with every activity we undertake. Being able to set specific forms for specific activities is already helping us build insight into our supporters' giving."

—Claire Kidd,
Head of Individual Giving
and Community



14

work hours saved
using Raiser's Edge NXT
donation forms for
end-of-year giving

Purpose-built Donation Forms

The advantages realised by Martlets with Blackbaud software have proven essential as the Hospice has seen what Docteur called "a shift in people's behavior" with increasing online giving as supporters visit the website or click through to donation pages from email campaigns and other promotions.

Half a year after adopting Raiser's Edge NXT, Martlets became an early adopter of the software's online donation forms for charities in the United Kingdom. The customisable forms include a built-in Gift Aid section and consent feature that correlate with Government requirements. "For the UK, it's really important that we have an audit trail for any gift declarations that we receive," Docteur said. "We need to have full traceability."

The forms can be adjusted easily in a variety of other ways as well. Key for Martlets is offering a field where the donor can indicate a gift is in memory of someone and then enter the loved one's name. Nearly all donations Martlets receives are "in memory" gifts, Docteur explained.

Before teaming up with Blackbaud, Martlets had to invest extra time and expense in using a third-party vendor to create donation forms that didn't sync automatically with their fundraising software. Now with Raiser's Edge NXT, the donor's giving history, including specific tributes, can be seamlessly captured in Martlets' constituent database for future reference.

With the switch, Docteur said her team saved 14 hours of administration time in processing donations during their first end-of-year campaign using donation forms in Raiser's Edge NXT.



For Claire Kidd, head of individual giving and community for Martlets, the difference cannot be understated. “I see the benefits of the donations forms with every activity we undertake,” Kidd said. “Being able to set specific forms for specific activities is already helping us build insight into our supporters’ giving.”

Drawing New Insights into Supporters

During that first end-of-year giving season with Raiser’s Edge NXT, Martlets created four electronic campaigns with weblinks to online donation forms designed for specific audiences including existing supporters, potential new donors, and corporate partners. The form for a fourth campaign was built around a raffle to benefit the Hospice.

While they feared economic concerns might lead to a drop in giving, Martlets saw an uptick in website donations over the previous season, Docteur said. With precoding, the team can track and compare the results of the different campaigns, which will inform future appeals.

At the same time, the team is taking advantage of other valuable features provided by Raiser’s Edge NXT, including the ability to build location-based lists of supporters, which has allowed them to target postal appeals to those who live in Brighton & Hove and tailor the messages with further segmenting.

“We’ve gone from a behaviour where we were sending 13,000 newsletters by post and getting a very small return to now segmenting our data and sending a mailing to half of that and getting triple results because of what we’ve been able to do with the database and the insight we’re able to build,” Docteur said.

Those kinds of results are boosting Docteur and her team as they head into a season of pivotal giving around their new facility and their Shaun by the Sea art trail, themed sculptures installed around the city featuring the lovable children’s character Shaun the Sheep.

“I love Raiser’s Edge NXT and the way it has transformed our workings,” Docteur said.

Transform your team’s fundraising.

[Learn more](#)



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About Blackbaud

Blackbaud unleashes the potential of the people and organizations who change the world. As the leading software provider exclusively dedicated to powering social impact, Blackbaud expands what is possible across the nonprofit and education sectors, at companies committed to social responsibility, and for individual change makers. Built specifically for fundraising, nonprofit financial management, digital giving, grantmaking, corporate social responsibility and education management, Blackbaud’s essential software accelerates impact through unmatched expertise and powerful data intelligence. Millions of people across more than 100 countries connect, give, learn, and engage through Blackbaud platforms.