

Sphere[®] eMarketing[™]: Online and Interactive

Sphere's eMarketing Provides a Complete Set of Tools

DID YOU KNOW?

Recent studies have shown that over half of all donors research an organization's website before giving. As such, the importance of having an effective online presence and email communication strategy continues to grow.

empower your organization with the giving experience

Sphere eMarketing's web interaction tools will help you engage your supporters with fundraising, volunteer, advocacy, and membership opportunities. Each online interaction builds an ever stronger affinity with that supporter; the process is what Blackbaud calls The Giving Experience[®].

manage web content with ease

Create a truly interactive online experience with Blackbaud's toolset. More than 160 tools help you develop, control, and manage publishing workflow, page templates, content scheduling, personalization, file sharing, and reporting.

use email to acquire and cultivate supporters

Designed for the nonprofit marketplace, **Sphere eMarketing's** email tools create and deliver targeted campaigns and eNewsletters with the assurance of the highest email delivery rates in the industry.

build supporter relationships

Sphere eMarketing's management tools enlist supporters for volunteer, advocacy and membership programs. A sophisticated suite of integrated marketing functions lets you turn content into targeted, relevant, timely, and personalized communications.

standard and advanced solutions

Every organization has different goals, and **Sphere eMarketing** has Standard and Advanced solutions to meet both the strategic and tactical needs of any size nonprofit. Plus our tools are backed up by the industry's premier support, training, and professional services organizations.

Use the chart below to see how Blackbaud fits your needs.

My organization wants to:	Sphere eMarketing	Sphere eMarketing Advanced
Build an engaging online presence and acquire new supporters	✓	✓
Create and update website content with ease	✓	✓
Deepen supporter relationships with personalized email, newsletters, and messaging	✓	✓
Process registrations and donations online	✓	✓
Understand a full view of supporters, both offline and online		✓
Create "web-in-a-box" national templates to be distributed to chapters and affiliates		✓
Connect supporters to elected officials and the political issues affecting our mission		✓
Match volunteer opportunities with supporters online		✓