

CUSTOMER SPOTLIGHT

HopeKids



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—Josh Taylor,
President

HopeKids provides ongoing events, activities, and a powerful, unique support community for families who have children with cancer or other life-threatening medical conditions. The organization's mission is to surround these remarkable children and their families with the message that hope can be a powerful medicine.

The HopeKids Mission: Positioned for Growth and Poised for Success with eTapestry

As a growing nonprofit, HopeKids needed a solution that could manage the influx of donor data and information resulting from increasing support. Excel® just wasn't effective. Staff weren't able to track giving patterns or gain donor insight using basic spreadsheets. And without a way to set up a recurring gift program, the organization couldn't bring in the dependable monthly gifts that make such a difference for nonprofits.

After learning that eTapestry could provide fundraisers with leading cloud technology in a solution built specifically for small and growing nonprofits like his, HopeKids President Josh Taylor became interested. When he discovered that an integration with Blackbaud Merchant Services could make gift processing easy—and processing fees much lower—Josh was sold on the benefits that eTapestry could provide. Josh had confidence in his organization's decision to purchase:

HopeKids is powered by

- ▶ eTapestry®
- ▶ Blackbaud Merchant Services™

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“A large part of my decision was the Blackbaud name behind it. I knew that because it was a Blackbaud product, I wouldn’t be wasting my money or time on something that wouldn’t last,” he shared.

Since using eTapestry, HopeKids has opened a new chapter in Colorado and is in the process of opening another in Kansas City. Because HopeKids is organized into regional chapters, collaboration among them is important. eTapestry has streamlined communication and data sharing, taking that collaboration to new heights and eliminating manual processes at the same time.

Not only has the ability to use the product been seamless across all chapters, but donor experience has greatly improved, too. eTapestry has made the organization’s desire for more monthly giving a reality. Josh’s team was easily able to set up a recurring gift program. They also transformed their email campaigns by sending newsletters through eTapestry, which gives them the ability to segment the audience, whether by geographic location, event attendance, or other determining factor. This helps HopeKids send targeted, personalized messages to readers and donors.



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Recently, the organization started using Wealth Finder, eTapestry’s integrated data analytics suite, and the results have been eye opening for Josh and his team. Wealth Finder has given staff the ability to see which donors have a capacity to give more, and which donor prospects they should focus on in the future. Now that HopeKids has amassed two years’ worth of donor data, analyzing all of it using Wealth Finder will be critical in staying strategic.

With so many solution benefits at their fingertips, team members occasionally consult Blackbaud Support through the chat feature, which has been extremely useful. This helpful, responsive chat support available every day to his staff echoes the level of customer service Josh experienced when purchasing eTapestry for the organization. It’s all a reflection of just how committed Blackbaud is to its small and growing nonprofit customers. “I felt like our account manager had our best interest at heart,” he said. “She was focused on making sure we got the product that best fit our needs and eTapestry does exactly that.”



About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud provides software, services, expertise, and data intelligence that empowers and connects people to advance the social good movement. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, and the individual change agents who support them.