



The Greene School

THE GREENE SCHOOL USES BLACKBAUDNOW™
TO BUILD A WEB PRESENCE AND RECEIVE ONLINE DONATIONS

The Greene School is a proposed public charter high school with an application pending approval by the Rhode Island Department of Education. Sponsored by the Audubon Society of Rhode Island, The Greene School will be open to high school students in all of Rhode Island. The school plans to use the philosophies of Expeditionary Learning Schools Outward Bound in developing a school and curriculum centered on environmental science and sustainability, and civic leadership.

THE CHALLENGE:

The Greene School needed a new website. The organization had a board member whose friend built them a site, but any updates had to be done through a third party, making it a very slow process, and promoting specific events was nearly impossible. In addition, there was no way for supporters to donate online, something that the organization needed very much.

THE SOLUTION:

The school already used Blackbaud products to run their donor database. When Blackbaud representatives realized that the school was in need of a new website, they suggested the newly-developed BlackbaudNow™. BlackbaudNow is a free system designed to get small nonprofits online and begin accepting donations over the web. It enables organizations to publish their own website and accept donations, manage constituent relationships, run reports, and send emails. The Greene School was very interested and agreed to become BlackbaudNow's first beta client.

THE RESULTS:

The Greene School now has a professional-looking website which allows them to take donations online, track payments, and keep supporters up-to-date with information about promotions and events.

"Using BlackbaudNow was a very seamless process and we were up and running in a matter of minutes just as the product promised," said Amy Pratt, Director of Fundraising. "Our site is now great looking, clean, easy to use from the back-end and easy to navigate for visitors. While we are just now getting out there who we are and what we do, we have already received our first online donation."



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— Amy Pratt
Director of Fundraising
The Greene School



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