

Blackbaud Merchant Services™ Credit Card Updater Service in The Raiser's Edge



Recurring Giving in The Raiser's Edge

Engaging your constituents today is different. They're mobile, social and spending more time online. Their time is more divided than ever, so re-engaging them is harder than ever. Building lasting relationships and maximizing lifetime value of your constituents requires you to go beyond online giving to developing effective sustainer programs. And, because recurring giving provides a higher return on investment, fine-tuning your sustainer program is important to your organization's long-term financial health.

The Raiser's Edge can help develop sustainer campaigns that generate revenue you can count on month after month. Once you've engaged valuable sustaining donors, it's critical to maintain and nurture them, and The Raiser's Edge provides you with the tools to do so. You'll want to make sure to keep information about your recurring donors current — from contact details to credit card information. Credit Card Updater in The Raiser's Edge can help.

Credit Card Data Maintenance for The Raiser's Edge Clients

We understand the challenges you face when sustainer credit card payments are declined due to account changes. These declines impact your revenue and increase expenses when you're forced to contact donors for updated account information.

To help keep credit card data accurate, Blackbaud Merchant Services partners with [Visa® Account Updater](#), [MasterCard® Automatic Billing Updater](#), and [Discover® Network Account Updater](#) to provide a premium credit card updater service available to Raiser's Edge™ clients using Blackbaud Merchant Services. When your organization subscribes to this service, credit card data for your sustaining gifts is analyzed each month to identify expired or out-of-date credit card information. Credit Card Updater provides new card numbers and expiration dates when available.

In The Raiser's Edge, you can see updates to individuals' credit card data on their records, in Query, and gather aggregate data in The Credit Card Updater Control Report.

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Benefits of Credit Card Updater

Cardholders experience changes to their credit card account information for many reasons:

- Upgraded account numbers or updated expiration dates
- Replacements for lost, stolen, or reissued credit cards
- Closed credit card accounts
- Bank mergers

When account information changes, cardholders often do not contact your organization, which can result in declined transactions and disruptions to recurring gifts. In addition, many donors select to end recurring gifts when contacted for new credit card information. With Credit Card Updater, you can:

- Avoid declined transactions and disruptions in recurring gifts
- Reduce time spent contacting donors to update card information
- Reduce cancellations of recurring gifts
- Keep donors' credit card information current
- Save donors' time and hassle since they won't have to notify you of changes

How It Works

When you subscribe to Credit Card Updater, Blackbaud Merchant Services generates batches of credit card information to analyze for updates each month. If updated credit card information exists, Blackbaud Merchant Services automatically updates the information for future processing. Updates can be downloaded to The Raiser's Edge, while original payment details are retained. Blackbaud Merchant Services also updates The Raiser's Edge with messages from card issuers identifying cardholders to reach out to directly for current credit card information. You can run reports to see all cards that were updated, as well as when updates have occurred on an individual constituent's record. In the Blackbaud Merchant Services web portal, you can sign up to receive an email notification when your account has updated credit card information.

The updater service applies only to cards issued by participating institutions (often large national banks). Credit cards issued by smaller local banks and credit unions may not update. American Express® cards, as well as cards issued by banks outside of the United States, are not included in the card updater service. There is a nominal fee for each updated card.

► To learn more about Credit Card Updater in The Raiser's Edge, email bbms@blackbaud.com or contact your Blackbaud account representative.