

Luminate Online

Multiple Channels, One Solution



Your donors and supporters are increasingly multi-channel — and they expect to get information that is relevant to their lives and interests through the channels they choose. To engage and build deeper relationships, nonprofit organizations need a strong integrated multi-channel strategy and a solution to make it possible.

Luminate Online helps nonprofits build integrated campaigns that bridge traditional channels with the new world of digital, social, and mobile — so you can match your supporters with the right message and treatment at the right time and track individual responses in one place.

Luminate Online Helps You:

- Better understand your online supporters
- Make the right ask at the right time
- Launch creative fundraising campaigns

Luminate Online Includes:

- Online Fundraising
- Shopping Cart
- Calendar
- Email
- Web Page Management
- Options: CMS, Advocacy, TeamRaiser™



The right tools support a fully integrated online marketing strategy.

Online Fundraising

We have helped hundreds of nonprofit organizations raise billions online with the complete toolset you need to develop multi-channel fundraising campaigns.

Make The Right Ask at The Right Time to Grow Donor Support

Luminate Online makes the most of the data you have about prospects and donors to help you grow online fundraising. Tailor campaigns to individual donor interests or based on any factors you select, including custom information.

Flexible Gift Types

- **Recurring Giving**
Grow fundraising by encouraging recurring gifts, with pre-set amounts and durations or flexible donor-specified commitments.
- **Membership**
Sell and renew memberships and gift memberships.
- **Honor & Memorial Gifts & eCards**
Provide custom ecard notifications donors can send to the honoree or family.
- **Designated Giving**
Apply all of a gift to a specific fund of the donor's choice, or allocate funds across several initiatives.
- **Matching Gifts**
Employer look-up and matching gift information through built-in integration with HEP.
- **Pledge Processing**
Gifts pay out over schedules you design and donors select.

Flexible Donation Process

- **Personalized Content**
Configure fundraising emails and donation forms to auto-fill personal information. Display content tailored to individual donors based on interests, geographic location, giving history and more.
- **Custom Ask Amounts**
Increase revenue by providing donors with dynamic ask strings based on previous giving history and calculations you create.
- **Premiums**
Give donors an optional choice of gift premiums associated with giving levels.
- **Payment Options**
Allow donors to select to pay by credit card, PayPal, Amazon Payments or bank account withdrawal via EFT/ACH.

Design Donation Forms that Work for You

Raise more funds with flexible, easy-to-use donation forms.

- **Form Templates**

Ready-to-use single and multi-page donation forms.

- **Custom Branded Forms**

Design page wrappers for each donation form. Modify forms for branded micro-campaigns.

- **Flexible Form Design**

Design any form you can dream up. Add donation forms to Facebook™ pages, optimize for mobile phones, or create a mini giving form for use on your site or others.'

- **Custom Donor Fields**

Request or require any information to build the donor's profile, or present donors with relevant email subscription opportunities.



Create custom or mini giving forms branded to your campaign.

Spend Time Fundraising, Not Managing Technology

Luminate Online comes with built-in security and technology best practices, and is designed to work hand-in-hand with your existing business processes.

Donation Processing

- **Donor Privacy**

All forms that process personal donor information are encrypted with 256-bit AES. Neither our employees nor your staff members have access to volatile credit card or bank account data.

- **Payment Security**

Transactions are processed in real time. Blackbaud is independently audited, based on Payment Card Industry Data Security Standard (PCIDSS) requirements. We never store donors' credit card or bank account information.

- **Flexible Options for Donation Accounts**

Use an International Automated Transaction Services (IATS) account (with no monthly use or overage fees) or one of our preferred merchant account providers.

- **Multiple Merchant Account Support**

Funds from different campaigns can be deposited in different accounts.

- **Multi-Center Affiliate & Chapter Support**

Chapters and affiliates can use the Luminate Online tools they need to succeed. You determine the rules and control access.

- **Refunds**

Make full or partial refunds immediately when donors make a mistake or have a change of heart.

- **Donor Self-Service Center**

Save time and provide 24-hour support to recurring donors. You control the modifications they can make. For customers also using Luminate CRM (Constituent Relationship Management), offline gifts are automatically available to manage online.

Fundraising Process Integration & Reporting

- **Fundraising Dashboard**

View statistics for one or more campaigns, showing real-time fundraising progress.

- **Flexible Reports**

Build reports to meet your unique needs or use any of our standard reports. Export to a comma separated value (.csv) file automatically or as needed.

- **Campaign Tracking**

Define one overall campaign initiative and map multiple donation forms to it.

- **Marketing Source Tracking**

Create user-friendly short URLs with source, promotion and discount codes built in. Transaction reports reflect assigned source codes to track the return on your investment.

- **Automated Segmentation**

Assign donors to appropriate groups, depending on what campaign or donation level they choose.

- **Gift Notifications**

Set thresholds to automatically notify administrators via email when large gifts are made or require fulfillment of premiums, gift memberships and more.

- **Data Synchronization to Donor Databases**

Not ready for Luminate CRM or The Raiser's Edge®? Luminate Online can synchronize important data in online donation records with your donor database.

Shopping Cart

All the tools you need to manage your donation premiums, create online virtual gift stores or sell merchandise in a familiar eCommerce interface.

Sell Your Mission

- **Online Stores**

Configure products and premiums and display them in an online catalog interface. Offer flexible shipping options, automate inventory counts, capture honor and memorial details, and calculate taxes (or fair market value) where required.

- **Virtual Stores**

Offer "virtual gift" fulfillment options via eCards, download and print cards, or allow donors to configure cards that you mail on their behalf.

- **eCommerce Best Practices**

Increase revenue through discount and promo codes, cross-selling, upselling, and additional donations that can be captured at checkout.



Create a virtual store with a familiar catalog interface.

Calendar

Create a variety of events that display as links on an easy-to-read web calendar. Configure free or paid events and make it easy for users to sign up with RSVP tools or ticket purchase forms.

Make a Date to Engage Your Supporters

- **Flexible Event Creation**

Offer different attendance options and configure multiple ticket types with tiered pricing based on group membership.

- **Search for Events**

Create extensive calendars that enable constituents to search for events near them or related to a specific topic.

- **Integrate Offline Event Registrations**

Input offline event registrations and run reports to monitor ticket sales or download attendee lists to create seating charts or name tags.

- **Automated Notifications**

Increase event attendance through automated event reminder emails.

Email

Manage effective email campaigns every step of the way — from creation and testing, to targeted delivery and follow-up. Luminate Online offers a complete solution for managing email communications and unchallenged inbox deliverability.

Send More Relevant, Personalized Communications

Engage your constituents by sending messages and content tailored to their interests. Generate and send personalized, HTML email messages, online newsletters and ecards your site visitors can send to friends and family.

- **Stationery**
Ensure professional and consistent branding using graphical templates for emails, email newsletters and eCards. Develop or modify stationery using built-in design tools.
- **Subscription Management**
Give your subscribers the power to control what content they receive and selectively unsubscribe.
- **Personalized Content**
Personalize email content using supporter data, such as name or last donation amount. Dynamically present more personalized, relevant content based on supporter interests.
- **Automatic Login**
Recognizes users when they click on an email, so that you can customize content or pre-populate forms on Convio web pages.
- **Triggered Communications**
Drive email such as welcome series or donation upgrade campaigns by multi-channel constituent interactions based on a calendar.
- **Targeting**
Easily segment users and define audiences.

Get Better Results

Better campaign results start with reaching as many people as possible, sending messages that are tested and proven to be effective, and understanding the impact of each message quickly, so you can adjust your strategy.

- **Top Notch Deliverability**
Our overall deliverability rates are the highest in the industry, exceeding 95% vs. 88% benchmarks. Luminate Online email supports compliance with all CAN-SPAM regulations.
- **Spam Checking**
Evaluate email messages for elements that might trigger spam filters before sending.
- **Reporting**
View graphics, summary level or detail reports containing individual responses for insights into campaign results.
- **Multivariate Testing**
Use testing capabilities to evaluate the effectiveness of one campaign against another. Segment and target your donor base with tailored email appeals.

Web Content Using PageBuilder™

PageBuilder's easy-to-use content management tools make it simple to create web pages and campaign microsites to support your fundraising and constituent engagement campaigns.

Create Professional, User-Friendly Web Pages

Create pages with personalized or members-only content quickly and easily using an intuitive content editor. Manage images, reusable content components, and administrator access to create and publish content on your site.

- **Easy to Use Tools**

WYSIWYG ("what you see is what you get") HTML editor lets you create personalized and dynamic content with no HTML skills required.

- **Control Content Authoring & Publishing**

Assign your administrators different roles for content creation and approvals.

- **Repurpose Content**

Manage images and documents in administrator searchable libraries. Create reusable components for content that is displayed in multiple locations so changes made once update all appropriate pages.

- **Open / APIs**

Tap into the new web with tools for social media and rich web applications. Use APIs to integrate Luminate Online content into other websites and create custom web pages and forms. Manage constituent data and groups or enable single sign-on to third-party web services.

Use Your Content to Develop a Meaningful Conversation

Luminate Online makes it easy to understand how individuals interact with your content, so you can send more relevant messages and expand your reach to their social networks.

- **Personalization**

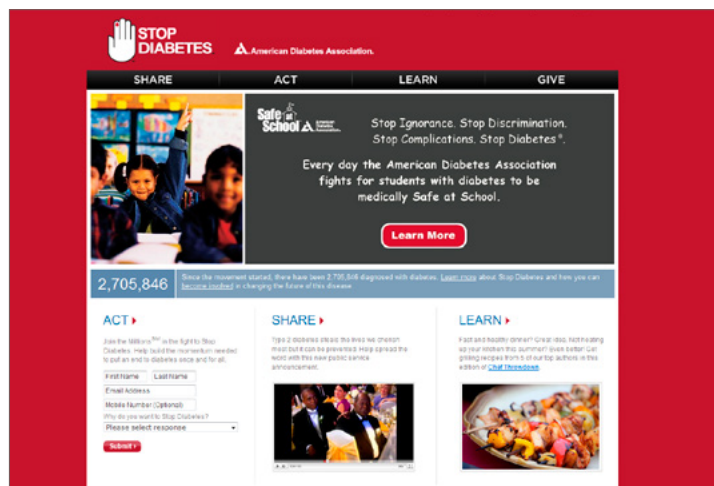
Dynamically present more personalized, relevant content based on supporter interests.

- **Track Individual Interests**

Collect user information through flexible forms to gather individual data and interests, or even apply hidden interest tracking to links within your site.

- **Social Media Integration**

Track when users post, share or tweet your content. Increase sign ups—users can create a login to your site using their social media login information from sites such as Facebook, Twitter, or Yahoo.



Turn site visitors into word-of-mouth advocates.

Additional Online Solutions

Luminate Online is a suite of a powerful and extensible applications for deepening constituent engagement through your website, email, social media and mobile technology. Luminate Online also offers:

- **TeamRaiser™**
For team- or event-based fundraising
- **Advocacy**
For winning policy campaigns online
- **Content Management System (CMS)**
For an integrated approach to building and managing websites

Strategic Services

Let Us Help You Reach Your Constituent Engagement Goals

Whether you are new at using integrated marketing to engage constituents or you're ready to boost the effectiveness of your existing fundraising programs, the Strategic Services team can help you plan and execute a winning strategy for acquiring and engaging individuals and converting them into lasting supporters.

- **Integrated Strategy**
From defining priorities and setting goals to measuring success, we help you develop a multi-channel strategy that supports your objectives and integrates with your existing marketing and fundraising initiatives.
- **Campaign Management**
We help you plan and execute one-time or ongoing campaigns that include multiple online and offline channels. Services include campaign strategy, database segmentation, reporting and analysis—with project management services each step of the way.
- **Data Analytics**
Whether you need comprehensive analytical support or a one-time predictive modeling solution to improve your fundraising campaigns, we tailor our data analytics services to meet your specific needs.
- **Interactive Marketing Services**
For a boost to your web and email presence, we offer creative services including graphic design, information architecture, website analysis and interactive / multimedia projects.

For more information on Luminate™ Online, go to www.blackbaud.com or contact your sales representative today! ►