The Planetary Society has been creating a better future by exploring other worlds and helping to develop a deeper understanding of our own for over 30 years. With the support of its more than 40,000 members, The Planetary Society sponsors projects with the objectives of seeding innovative space technologies, nurturing creative young minds, and serving as a vital advocate for our future in space.

Challenge

Monica Bosserman Lopez, director of marketing and communication at The Planetary Society, is dedicated to building the organization’s online marketing strategy. Leading a small department of three, she is committed to better communicating with members and prospective members as well as expanding the Society’s mission via the web. For years, the organization faced internal challenges such as manual marketing activities; inability in email testing; and gaps in reporting around email marketing, website traffic, and member communication. The small department was faced with time-consuming tasks of building workarounds, rather than focusing on its mission and growing its supporter base.

Solution

The Planetary Society looked to Blackbaud’s Luminate Online suite to streamline its online and offline fundraising strategy and expand its online community. “With such a small dedicated web staff, I needed a toolset that was easy for the entire staff to use,” says Lopez. “Luminate Online is very scalable; soon after implementation we saw a huge difference in our response rates.”

Results

With Luminate Online, Lopez and her staff quickly streamlined the Society’s monthly eNewsletter, renewal campaigns, and giving campaigns – plus allowed for split testing, which was never possible in the old system. Campaign open rates jumped from 27% to 32% and most action rates doubled. “The automatic login functionality of Luminate Online has made such a huge difference in the way our members correspond with us via our website and greatly increased the overall response rate.”
About Blackbaud

Serving the nonprofit and education sectors for 30 years, Blackbaud (NASDAQ: BLKB) combines technology and expertise to help organizations achieve their missions. Blackbaud works with more than 27,000 customers in over 60 countries that support higher education, healthcare, human services, arts and culture, faith, the environment, independent K-12 education, animal welfare and other charitable causes. The company offers a full spectrum of cloud-based and on-premise software solutions and related services for organizations of all sizes including: fundraising, eMarketing, social media, advocacy, constituent relationship management (CRM), analytics, financial management and vertical-specific solutions. Using Blackbaud technology, these organizations raise more than $100 billion each year. Recognized as a top company by Forbes, InformationWeek, and Software Magazine and honored by Best Places to Work, Blackbaud is headquartered in Charleston, South Carolina and has operations in the United States, Australia, Canada, Mexico, the Netherlands and the United Kingdom. For more information, visit www.blackbaud.com.