Luminate Advocacy: Driving Action on the Issues that Matter Most

When online engagement and public policies mix, big things happen. Luminate Advocacy empowers you to mobilize the masses online at a moment’s notice around the issues most important to your organization. As part of the Blackbaud Luminate Online™ suite of marketing products, Luminate Advocacy helps you grow your grassroots activist base through your website and social channels. Luminate Advocacy also helps you strengthen relationships with impassioned constituents, inspiring them to appeal to their own networks, support your organization financially, attend events, and remain long-term supporters of your mission.

Generate Awareness and Impact Policy

Luminate Advocacy provides a complete online solution for creating and managing powerful policy and opinion-influencing campaigns. Publish custom action alerts to your website then create and send compelling messages via email and social channels to motivate supporters into action. You have complete control over the layout of your constituents’ online experience—from action alert and email appearance to suggested text for constituents’ letters to decision makers. Your constituents will have everything they need to send persuasive and on-point messages, and Luminate Advocacy will ensure messages reach their targets. And with mobile readiness, you can reach constituents wherever they are, whenever the need arises. At home, on the bus, or at work, Luminate Advocacy ensures activists can take action on the spot.

- **Up-to-Date Legislative Data with Zip-to-District Matching**
  
  You’ll find the officials you want to target with Luminate Advocacy, including U.S. Congress, federal agencies (including regulations.gov), state officials, local officials (optional), and media. As your activists take action online, they’ll be automatically matched with their elected officials. You can also create custom targets for corporate CEOs and other key influencers.

- **Flexible and Reliable Delivery Options**
  
  Choose delivery channel options for activists’ letters, including email/web form, fax, phone, and/or print-and-mail. Advanced targeting puts delivery metrics at your fingertips while you’re planning your action alert to enable you to be nimble in choosing the right delivery method for your campaigns. Count on outstanding web form and email delivery rates, including delivery to web forms that require CAPTCHA and other logic puzzles. Automate email to fax rollover if delivery to a target fails.

  As a founding sponsor of the Communicating with Congress initiative, led by Congressional Management Foundation, Blackbaud has direct API integration with the web forms of all participating federal House of Representative and Senate elected officials.

Continued…
• Integrated Vote Data
  Include U.S. House and Senate roll call vote data in customizable legislative scorecards and thank/spank action alerts for more impactful messages to the Hill.

• Letter to the Editor Tools
  Extend the reach of your campaigns by enabling your constituents to customize and target messages to media organizations.

• Comprehensive Reporting
  Measure the results of your campaigns and discover ways to improve them over time by tracking both aggregate and individual response for one or more alerts. Report data may include total number of constituents taking action; number of new constituents added; total number of email, fax, and printed letters sent; calls logged; and global deliverability metrics for a target or group of targets.

• Multi-Affiliate Support
  Engage supporters at both the national and local levels by supporting your affiliate organizations using Luminate MultiCenter, an optional add-on to Luminate Advocacy. With Luminate MultiCenter, you can give your affiliates the ability to create and maintain their own local websites, action alerts, and emails while preserving your organization's brand.

• Local Advocacy
  For organizations with a focus on local-level policy, Luminate Advocacy’s optional Local Advocacy add-on drives action within municipal government.

Grow Your Base of Supporters

Luminate Advocacy is one of the most effective tools you can employ in your list-building and supporter engagement strategy. Compelling issues catch the attention of high-quality new supporters who are passionate about your cause, and inspire existing activists to help you get the word out to their networks. Luminate Advocacy gives you the ability to reach more people through compelling email and website content; social sharing tools; social channels including Facebook®, Twitter®, Instagram®, and LinkedIn®; mobile websites; and smartphone apps.

• Advocacy Content Integration
  Integrate action alerts throughout your website to grab the attention of new site visitors and convert them into advocates. Display action alerts with a consistent look and feel to your main website or to microsites developed to host advocacy campaigns.

• Personalized Action Centers
  Highlight your organization’s top issues, creating engagement pathways showing your activists which action alerts they have taken part in, and recommend the most relevant action alerts based on past behavior or preferences.

• Personalized Email and Website Content
  Personalize email and website content to automatically include information such as first name and geographic location. Tailor message content based on constituent interests and action history.

• Advanced Custom Design
  Power users can take full control over the design and layout of your action alerts and emails, and easily conduct A/B email tests to optimize performance. Suggest action letter text, and configure how much of
an activist’s letter can be edited and what information is required.

- **Multichannel Communications**
  Create campaigns that take advantage of the different ways that people take in information and reply to communications, including websites, social media sites, phone calls, direct mail, and email. Luminate Advocacy supports this multichannel approach, helping you reach more constituents, get them more involved, and build long-term relationships.

- **Social Sharing**
  Share actions on social networking sites like Facebook® and Twitter®, and use tell-a-friend messages and eCards to enable activists to get friends and family involved.

- **Open /APIs**
  Extend the reach of your advocacy campaigns to new and existing constituents through Facebook, mobile websites, smartphone apps, and text campaigns using the Luminate Advocacy Application Programming Interface (API). All information flows back to Luminate Advocacy for your use, and constituents never have to leave their preferred application.

- **Marketing Automation**
  Cultivate stronger relationships with advocates through personalized yet automated messages, such as the Welcome Series, which can retain supporters and convert into financial or participatory support.

### Reach Your Constituent Engagement Goals

From the Beltway to the Bay Area, we’ve collected the best and the brightest to better serve nonprofits. We are experienced consultants that blend Internet savvy with fundraising and direct marketing expertise to create innovative strategies, campaigns, and websites that boost awareness, increase engagement, raise money, and create change in the world. Our Strategic Services Team’s cutting-edge skills in front-end website coding, combined with a judo-level expertise in our products, will help you leverage the best of what your Blackbaud technology has to offer.