Donors and supporters are increasingly digital—constantly tweeting, emailing, and updating their friends and followers with the latest shareable content that they care most about. Wouldn’t you like to engage your donors in a way that makes the most sense for both you and them? We thought so.

Luminate Online is the dynamic marketing tool that works to help nonprofits like yours reach and engage supporters and donors the right way, every time—because helping you help others is our favorite thing to do.

Luminate Online Helps You:

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

Luminate Online Also Offers:

- TeamRaiser®
- Luminate Advocacy™
- Luminate Content Management System (CMS)

Dynamic Email Campaigns

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 because that’s what helps you. And that’s what we’re here for.
Send more relevant, personalized communications.

Talk to your donors and supporters in an effective way by sending messages and content tailored specifically to their interests. Generate and send personalized, HTML email messages, online newsletters, and eCards. Didn’t you know?

Sharing is caring.

- **Stationery**
  Make sure your branding and professional presence are consistent across every channel by using graphic templates for emails, newsletters, and eCards. Develop or modify stationery to fit your needs using built-in design tools.

- **Subscription Management**
  Give your subscribers the power to control what content they receive and selectively unsubscribe.

- **Personalized Content**
  Present more tailored, relevant content in your communications based on supporter interest. You can personalize email content using supporter data, such as name or last donation amount, in order to send just the right message.

- **Automatic Login**
  Recognize your supporters when they click on an email, so that you can customize content or pre-populate forms on Luminate Online web pages and be one step closer to a donation.
Online Fundraising

We help our customers raise billions online with the complete toolset they need to develop fundraising campaigns across every channel. And we can do that for you.

Make the right ask at the right time to grow donor support.

Luminate Online makes the most of your donor and prospect data to help you grow online fundraising. With that data, you can tailor campaigns to individual donor interests or any other factor you decide. Power to the people…ahem, you.

• **Online Fundraising**
  We help our customers raise billions online with the complete toolset they need to develop fundraising campaigns across every channel. And we can do that for you.

• **Triggered Communications**
  Send specific communications, like welcome series or donation upgrade campaigns, to your supporters across various channels based on calendar events or supporter behavior.

• **Targeting**
  Easily segment your supporters and define audiences in order to send what matters most to them. Because even though you love sailing cat videos, your supporters might prefer swimming puppy videos. And what a faux pas it would be to mix that up.

• **Engagement Surveys**
  Reach out to your audience to find out what they’re thinking and discover their interests—learning about what they want to hear and how they want to interact with your nonprofit.

Get better results.

Better campaign results start with spreading your reach (and wings), sending effective messages, and understanding the impact of each message quickly. So let’s spread those wings and fly into better results.

• **Top Notch Deliverability**
  Our overall deliverability rates are the highest in the industry, helping you reach your supporters. Luminate Online email supports compliance with all CAN-SPAM regulations.

• **Spam Checking**
  Evaluate your email messages for elements that might trigger spam filters before sending.

• **Reporting**
  View graphics, summaries, or detailed reports containing individual responses for great insights into your campaign results.

• **Multivariate Testing**
  Use our A/B and beyond testing capabilities to evaluate the effectiveness of one campaign against another. Use those results to segment and target your donor base with tailored email appeals.

$1.5 billion raised in 2015 by all Luminate Online users.*

*Blackbaud customer data
Flexible Gift Types

• Recurring Giving
  Grow your fundraising by encouraging recurring gifts. Use pre-set amounts and durations or create flexible donor-specified commitments to fit your donors’ needs.

• Memorial Gifts and eCards
  Provide custom eCard notifications your donors can send to an honoree or family.

• Designated Giving
  Give your donors the choice of applying all of a gift to a specific fund or allocating funds across several initiatives.

• Matching Gifts
  Employers have the capability to look up and match gift information through built-in integration with HEPdata.

• Pledge Processing
  Pay out gifts over schedules that you design and donors select.

Flexible Donation Process

• Personalized Content
  Configure your fundraising emails and donation forms to auto-fill personal information. Display content specifically tailored to individual donors based on their interests, geographic location, giving history, and more.

• Custom Ask Amounts
  Increase your revenue by providing donors with dynamic ask strings based on previous giving history and calculations you create—a great way to increase your donation amount per donor!

• Premiums
  Give your donors an optional choice of gift premiums associated with their giving levels.

• Payment Options
  Allow your donors to pay by credit card, PayPal® or bank account withdrawal via EFT/ACH.
Design donation forms that work for you.

You can raise more funds with flexible, easy-to-use donation forms. That’s what we like to hear.

- **Form Templates**
  Create a form quickly with ready-to-use single and multi-page donation forms.

- **Custom Branded Forms**
  Design page wrappers for each of your donation forms to match your existing site or campaign pages. Modify forms for branded micro-campaigns with just the right touch.

- **Flexible Form Design**
  Design any form for any of your interface possibilities. Add your donation forms to Facebook® pages, optimize for mobile use, or create a mini giving form for use on your site or others’. The possibilities are endless.

- **Custom Donor Fields**
  Request or require any information to build your donor’s profile or present donors with relevant email subscription opportunities—all things that help you understand more about your donor and what is important to them.

Spend time fundraising, not managing technology.

Luminate Online comes with built-in security and the best practices in technology and is designed to work hand-in-hand with your existing processes. Because we like to work hard so you don’t have to.

**Donation Processing**

- **Donor Privacy**
  All forms that process personal donor information are encrypted with 256-bit Advanced Encryption Standard (AES). Neither our employees nor your staff members have access to donors’ sensitive credit card or bank account data.

- **Payment Security**
  Transactions are processed in real time so you know where your funds are at all times. Blackbaud is independently audited, based on Payment Card Industry Data Security Standard (PCIDSS) requirements.

- **Flexible Options for Donation**
  Make your life easier and use one of our preferred merchant account providers (Blackbaud Payment Services™ or Blackbaud Merchant Services®) or an International Automated Transaction Services (IATS) account (with no monthly use or overage fees).
• **Multiple Merchant Account Support**
  Funds from different campaigns can be deposited in different accounts, so you can control your funds in the way that suits your nonprofit best.

• **Multi-Center Affiliate and Chapter Support**
  Chapters and affiliates can use the Luminate Online tools they need to succeed. You determine the rules and control the access. Everybody wins.

• **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 Luminate CRM™ customers, offline gifts are automatically available to manage online.

**Integrate fundraising processes and reporting.**

• **Fundraising Dashboard**
  View statistics for one or more of your campaigns, showing your real-time fundraising progress.

• **Flexible Reports**
  Build reports to meet your unique needs or use any of our standard reports. Export data to a comma separated value (.csv) file automatically or as needed. Whatever floats your boat.

• **Campaign Tracking**
  Define one overall campaign goal and map multiple donation forms to it.

• **Marketing Source Tracking**
  Create supporter-friendly URLs with source, promotion, and discount codes built in. Transaction reports will reflect assigned source codes to help you track the return on your investment.

• **Dynamic Segmentation**
  Automatically 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 when fulfillment of premiums, gift memberships, and more are required.

• **Data Synchronization to Donor Databases**
  Luminate Online can synchronize important data in online donation records with your donor database.
Online Management with Social Media

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. A piece of cake, just for you.

Create professional, supporter-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 administrative 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 and Publishing**
  Assign your administrators different roles for content creation and approvals.

- **Repurpose Content**
  Manage your images and documents in administrator searchable libraries. Create reusable components for content displayed in multiple locations so changes made once will update across all appropriate pages.

Calendar Events

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 supporters to sign up with RSVP or ticket purchase forms. Get ready, it’s time to party.

Make a date to engage your supporters.

- **Flexible Event Creation**
  Offer your supporters different attendance options and configure multiple ticket types with tiered pricing based on group membership.

- **Search for Events**
  Create extensive calendars that allow your supporters 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 your event attendance through automated event reminder emails to supporters.

Create engaging content, no HTML skills required.

Use automated reminder emails to ensure that supporters make it to your event.
eCommerce

All the tools you need to manage your donation premiums, create online virtual gift stores or sell merchandise in a familiar eCommerce interface. And that’s something you can take straight to the bank.

Sell your mission.

- **Online Stores**
  Configure your products and premiums, and display them in an online catalog interface. Offer your donors 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, downloadable cards, or donor-configurable cards that you mail on their behalf.

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

**Use your content to start 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 in their social networks.

- **Personalization**
  Dynamically present more personalized, relevant content based on supporter interests garnered from engagement surveys.

- **Track Individual Interests**
  Collect supporter 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 your supporters post, share, or tweet your content. Increase sign-ups—supporters can create a login to your site using their social media login information from sites such as Facebook®, Twitter, or Yahoo®.

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**22 million transactions processed in 2015 through Luminate Online**

*Blackbaud customer data*
Additional Online Solutions

Luminate Online is a suite of powerful and extensible applications for deepening constituent engagement through your website, email, social media and mobile technology. But that’s not it.

Luminate Online also offers:

- **TeamRaiser**
  Designed specifically for team- or event-based fundraising, TeamRaiser’s tools help transform event participants into fundraising rockstars with the capability to communicate, coach, motivate, and drive new people to your cause.

- **Luminate Advocacy**
  Designed to win policy campaigns online, Luminate Advocacy harnesses the power of your passionate activists to support your cause and drive long-term support.

- **Luminate Content Management System**
  This CMS is designed as an integrated approach to building and managing websites.

Strategic Services

Let us help you reach your constituent engagement goals.

Whether you’re new at using integrated marketing or you’re ready to boost the effectiveness of your existing fundraising programs, our team of nonprofit expert technophiles 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 use multiple online and offline channels. Our 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.

• Go!
  A 10-month virtual classroom with a group of your peers, Go! helps you learn to use the tool and raise more money, teaching you best practices for nonprofit marketing along the way. Go! is a great fit for an organization that is still learning the basics of online marketing.

• Customer Success Manager
  With Luminate Online, every customer receives an individual Customer Success Manager to empower their fundraising with resources and ideas to succeed when using our tool, all delivered by individuals with an average of 10 years nonprofit experience!

We're here to help good take over the world. So let's get started together.

For more information on Luminate Online, visit blackbaud.com or contact your sales representative today!