Getting to Know Luminate Online

Whether your organization is brand new to using Luminate Online or you are a new employee at an organization that has been using Luminate Online for a decade, this guide is for you!

Designed to introduce you to Luminate Online and to jumpstart your onboarding process, you'll walk away with an understanding of the capabilities of Luminate Online and know where to turn for training, support and ongoing success.

There's a lot of Luminate. What's the Difference?

Luminate. It's more than just one product. Meet our suite of solutions aimed at building and strengthening relationships with your supporters:

- **Luminate Online**
  Luminate Online marketing platform helps you understand your online supporters and improve your online fundraising performance. You have everything you need to acquire more supporters, build campaigns for online engagement, support online fundraising and nurture sustainable donor relationships.

- **Luminate Beta**
  Luminate Beta is where we release rebuilt and expanded capabilities for Luminate Online. These tools are called "Luminate Beta" until they fully support a workflow for a typical campaign, end-to-end. All Luminate Online customers have access to Luminate Beta and all data is continually synced between the two systems.

- **Luminate CMS**
  Luminate Content Management System (CMS) makes it easy to create and manage content for your website. CMS is integrated with Luminate Online to provide a robust and unique experience based for your supporters based upon their interests and interactions with your organization.

- **Luminate CRM**
  Luminate CRM is the complete, multi-channel, Salesforce-based, nonprofit CRM to help you engage supporters in your cause and raise more money. With a real-time data sync to Luminate Online, you can easily structure, segment and analyze your multi-part campaigns.

Getting Started with Luminate Online

Your journey begins with the basics, getting your credentials to log in:

1. **Creating your Luminate administrator Account**
   Ask your organization's Luminate Account Administrator to [create an Administrator account](#) for you and assign you to the proper [Administrative Groups](#). If you do not have a Luminate Administrator (or don't know who it is), you can contact Support for assistance.

2. **Getting Logged In**
   Once you have your credentials you are ready to log in. The admin login url is unique for each of our clients and the main difference in each is the "shortname". The shortname is an acronym that we use for your organization.

   The URL will also depend on which server your site is on (2 or 3). Here are the URL's for each server:

   https://secure2.convio.net/(shortname)/admin/AdminLogin

   OR

   https://secure3.convio.net/(shortname)/admin/AdminLogin

   Replace (shortname) with YOUR organization's shortname. If you do not know your shortname, then please contact Support.

What's the deal with Convio?

In 2012, Blackbaud acquired Convio, the software company that originally launched the Luminate Online platform. From time to time you'll see references to Convio in some URLs, Community discussions or long-time users.

Check your Connections

Many organizations couple their use of Luminate Online with Customer Relationship Management (CRM) software. Luminate Online has many ways its data can be synced to other systems. It is important that you know if Luminate Online is connected to another source as some changes to Luminate Online can impact your datasync. It is also important to know as the presence of a datasync will impact your deduplication processes.

RELO

Blackbaud's solution to connect Raisers Edge to Luminate Online is called "RELO".

LCRM

Blackbaud has a sync between Luminate CRM and Luminate Online.

BBCRM

Blackbaud has a sync between Blackbaud CRM and Luminate.

Custom Integrations

Beyond syncs with Blackbaud products, custom syncs can be created with Luminate Online

- **Webservices/API**

  Luminate Online Open APIs and Luminate Online Web Services permit clients to integrate features and functionality of the Luminate Online platform into other web server applications or web page content.

- **ImportOmatic**

  A Blackbaud Partner, Omatic Software, created the ImportOmatic solution to provide advanced field mapping, bi-directional syncing, and cleansing functionality.

Help is only a Click (or a Call) Away

You have access to a set of comprehensive online resources so you can answer questions as they arise.

To get connected, you will need a Blackbaud.com account (note: this is different from your Luminate Administrator account). Contact your organization's site administrator, who can invite you to create a Blackbaud.com account. From blackbaud.com, select "Sign in" and then "create an account". If you do not have an organizational Site Administrator (or do not know who that is), you can contact Support for assistance.

- **Support**
  You can work directly with a customer support analyst by chatting online or calling us toll-free.
  - **Chat Support:** To access online Chat Support, click "Chat With Us" at the bottom of any Blackbaud.com web page and then click "Chat with Support".
  - **Case Central:** Customers can create, review or update existing cases on Case Central.
  - **Call Support:** Luminate Online support can be reached at: 888.528.9501.
  - **Is it just me?** Check the system status of all Blackbaud products

- **How-to Documentation**
  Our help files, user guides, video tutorials, and quick reference guides contain step-by-step instructions for using Luminate Online. How-to Documentation is available directly inside Luminate Online by selecting Help from the menu in the upper right.

- **Knowledgebase**
  When you have a specific question or issue, check Knowledgebase. Our support analysts record the answer to every question they're asked and regularly update our Knowledgebase articles.

- **Community**
  Connect with other users and Blackbaud staff in our robust Community. There are separate communities for each product, which contain online discussion forums and much more. They're a popular gathering place for software users to collaborate on best practices and build relationships with their peers.

- **Training**
  We provide a comprehensive portfolio of training solutions for all skill levels virtually and onsite to meet each organization's needs.
  - **Introductory Training**
    Blackbaud's free "Learn Basics" provides training via eLearning videos that are available on-demand 24/7.
  - **Advanced Training**
    With our "Learn More" and "Learn Everything" paid training packages you can access virtual instructor-led training classes and the entire library of basic and advanced eLearning videos. The curriculum is designed to support novice to advanced users.

We are here to help make you successful

At Blackbaud, we want you to succeed. It's that simple. That's why we formed a dedicated team focused on helping you achieve your desired outcomes and maximize the value of your investment.

Account Executive

Your team is led by an Account Executive. Your Account Executive can help with purchasing software, connecting you with our Customer Success and Support teams, and help you with your professional services needs. Not sure who your Account Executive is? Use Sales Chat to find out.

Quarterly Roadmaps

Learn about new features we're recently released and future development plans for our software with our Quarterly Roadmap presentations from our Product Managers.

Web Seminars

Our web seminars are a great way to learn about industry trends and fundraising best practices, Blackbaud products and functionality, as well as tips and tricks to help you use our tools more effectively. All web seminars are free. View upcoming webinars.