

Making the Move to Luminate Online™

Why Savvy Online Marketers Are Making the Move to Luminate Online

Nonprofits of all sizes have been working with Blackbaud's suite of tools to manage online and multichannel engagement for years. As constituent communication needs grow in sophistication and the management of fundraising, advocacy, event, and outreach becomes more complex, many enterprise organizations are turning to Luminate Online's integrated online engagement platform. Nonprofits are raising more money and inspiring more action using Luminate Online and TeamRaiser® than any other solutions in the marketplace, including raising \$1.8 billion, delivering 7.6 billion emails, and launching 56.2 million advocacy calls to action in 2014 alone.

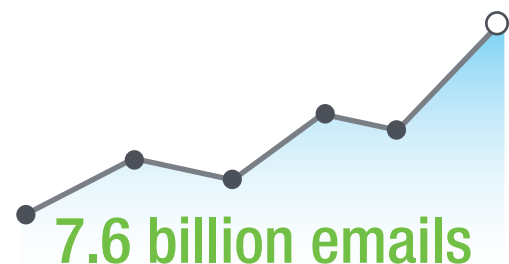
Assessing Your Need to Change

As your organization continues to grow and evolve, you need peace of mind knowing that your online fundraising and marketing technology can mature with you. Blackbaud Sphere® customers look to Luminate Online to meet that need for a variety of reasons. Some have unique needs that require an integrated online constituent engagement platform. Others are looking for a solution that can support high volume processing and manage large and complex multichannel campaigns for fundraising, advocacy, events, and peer-to-peer.

Continued

\$1.8 billion

Luminate Online raised \$1.8 billion in 2014 alone



Luminate Online delivered 7.6 billion emails in 2014



Grow with Luminate Online

CRM customers have found in Luminate Online a platform that integrates easily with their CRM solutions, including Raiser's Edge NXT™, Blackbaud CRM™, and Luminate CRM™. Organizations with limited resources on staff value Luminate's ability to create a compelling online experience through personalized automation. If achieving your mission goals relies on any of these capabilities, then you should explore whether Luminate Online is right for you! Luminate Online brings industry-leading digital engagement and fundraising functionality, peer-to-peer events and individual fundraisers, online grassroots advocacy, and content management into one platform. By pairing this powerhouse solution with your CRM solution you'll be able to measure and manage the complete constituent journey, maximizing the value of your relationships.

5 Key Advantages of Luminate Online

1 Move your supporters on a journey—from the first “Hello” to a lifelong relationship.

- **Acquire new supporters.** Attract new people to your cause using social, peer-to-peer, or advocacy campaigns.
- **Automate your warm welcome.** Get the relationship off on the right foot with a personalized, automatic welcome series that's triggered when new contacts join your house file.
- **Integrate your marketing and constituent management.** Your supporters may not know how the magic happens when you acknowledge their support fully and personally with each touchpoint, but they will appreciate how it makes them feel. That's why Raiser's Edge NXT™, Blackbaud CRM™, and Luminate CRM™ each integrate with Luminate Online.



2 Experience infinite engagement opportunities on an integrated platform.

- **Raise more funds with targeted emails.** With Luminate Online, your email tools are tightly tied to your donation forms. Target each constituent with a unique ask and message.
- **Strategize with the Master Campaign Scheduler.** Marketing directors rejoice! Strategically coordinate communications across teams to improve control over who gets what emails and when.
- **Achieve amazing peer-to-peer events.** Best-in-class peer-to-peer events enable you to curate the experience, making them come back for more year after year. And it's easy to rejoin the fun too!
- **Tap into do-it-yourself fundraising.** Your passionate supporters have great ideas for raising funds and building awareness. Give them the tools they need to succeed while maintaining your brand.
- **Empower your grassroots advocates.** Rally supporters around your cause, targeting federal, state, and local officials and other influencers with advocacy alerts and petitions.
- **Benefit from social sharing and sign-on.** Your constituents can keep their networks in-the-know with social capabilities interwoven throughout the platform. Want more? Use our open APIs to extend the conversation in creative ways.

3 Create an unforgettable constituent experience.

- **Enjoy personalization tools for mass email.** Show your supporters the love and appreciation they deserve while maintaining your staffing levels—and your sanity—using automated mass personalization tools.
- **Make your brand mobile friendly.** Emails, forms, web pages, and events can all be optimized for a fully branded experience on smartphones and tablets. Feel confident that your pretty email will look great on mobile devices and your busy donor can easily make a donation while on the go!
- **Automatically recapture lapsing donors.** Create a safety net for your organization's future with everything you need to build a branded, user-friendly sustained giving program. We have the best tools available and the expertise to guide you.
- **Improve communication with organization-wide email calendars.** Improve tracking and oversight of communications to inform your strategy.

4 Join your peers in the best user community out there.

- **Get answers with webinars, DIY kits, and user groups.** Find the resources and insight you need to stay on top of your game!
- **Work one on one with our client success managers.** Simply put, your client success manager is your new favorite person. These expert Blackbaud staffers have your back and live to help you crush your goals.
- **Unlock expertise and inspiration.** Get fired up to overcome obstacles and achieve your mission at bbcon. Find insight into how your performance stacks up with the annual Luminate Online Benchmark Report, the largest report of its kind for online fundraising performance.
- **Connect to a strong network of partners.** Our partners can do everything from deployment to strategy as well as provide useful add-on tools and help you integrate with other systems using our open API.

5 Spend more staff time on your mission.

- **Automation is your friend.** Mass personalization driven by automation, segmentation, and dynamic content, keeps supporters engaged and feeling that personal touch, allowing your staff to focus on the next big idea instead of combing spreadsheets.
- **We're integrated.** Integration between Luminate Online and our industry-leading CRM solutions makes data management, well, manageable!
- **Divide and conquer.** Give different roles to staff members with security settings to provide selective access to the parts of Luminate Online most important for their jobs.
- **Let us run the servers.** Cloud-based technology means we'll handle the heavy lifting of security and reliability, and we complete your upgrades, so you'll always be on the latest version.

For more information go to www.blackbaud.com or contact your sales representative today! ►