

Engage more. Raise more.

Advancing Your Online Marketing with Blackbaud

Blackbaud Luminate Online® executes your online marketing strategy with integrated campaigns for digital, social, and mobile channels—so you can engage with your supporters more effectively to raise more money for your mission. Because when it comes to helping others, more is more.



Better understand your online supporters



Make the right ask at the right time



Launch creative fundraising campaigns

Make the most of your data with Blackbaud Luminate Online—our tools can help you connect with longstanding and prospective supporters in a tangible, personalized way. Our automated campaigns stimulate engagement and action through targeted welcome messages with personalized appeals.

As your supporter journey continues, passions, preferences, and giving history trigger additional campaigns—building stewardship through more relevant interactions and opportunities to engage. Our smart online and mobile donation forms dynamically tailor your ask and provide flexible options—like recurring, matching, and tribute gifts—to optimize conversion and maximize giving.

Through it all, we help pave your path to fundraising success with top-notch support and numerous free resources. As a customer, you'll be assisted by a customer success manager to inspire and empower you with the best practices, knowledge, and resources to succeed.



Grow supporter engagement with:

- Dynamic email campaigns
- Online fundraising
- Calendar events
- Online digital management
- eCommerce
- Peer-to-peer fundraising

With Blackbaud Luminate Online, you'll have everything you need to grow supporter engagement.

Blackbaud 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.

- **Dynamic Email Campaigns**
Get more information from interactions with your donors and supporters by sending personalized messages and content tailored specifically to their interests.
- **Online Fundraising**
Take your fundraising game to the next level with tailored campaigns based on prospect data, easy-to-use online donation forms, and the best practices in security and technology.
- **CASL Compliance and Subscription Preference Management**
Stay compliant with CASL (Canada's Anti-spam Legislation) regulations for email consent.
- **Calendar Events**
Create a variety of events that display as links on an easy-to-read web calendar.
- **Online Digital Management**
Create, manage, and customize web pages and campaign microsites to support your fundraising and supporter engagement campaigns.
- **eCommerce**
Manage online virtual gift stores or sell merchandise in a basic shopping cart interface.
- **Email Deliverability**
Our top-in-class email deliverability rate of 98.51% ensures that your emails get to your supporters—plus we have services to help get your inbox placement right where you want it.
- **Peer-to-Peer Fundraising**
Blackbaud TeamRaiser® transforms event participants into fundraising rock stars by coaching them to engage their personal networks of friends and family to donate on behalf your cause.

Your marketing success story starts here.

Blackbaud Luminate Online provides everything you need to acquire more constituents, build online fundraising campaigns, and nurture sustainable donor relationships. Included in every Luminate Online implementation are strategic ongoing services that not only get you up and running, but help set your organization up for success. Our consultants guide you in designing a fundraising or engagement campaign of your choice, chosen from our library of best practice templates, and then they provide 3 months of marketing strategies to get your campaign off the ground.

To learn more, visit www.blackbaud.ca/products/blackbaud-luminate-online or contact your account representative.

[Learn more](#)

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.



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2019 Blackbaud Marketing Solutions Matrix

Software Features

	Blackbaud Online Express™ Providing Online Fundraising Capabilities and Mobile-Responsive Marketing Solutions	Blackbaud NetCommunity™ Offering the Complete Online Toolset for Multichannel Alumni and Membership Engagement Programs	Blackbaud Luminate Online® Executing Online Strategies with Marketing Automation Campaigns that Encompass Digital, Social, and Mobile Channels
EMAIL			
Basic Email Marketing	✓	✓	✓
Advanced Email Marketing <i>Marketing Automation</i>		With Scheduled Emails Enabled	✓
Conditional Message Content		Data-Based Fields	Data + Action-Based Fields
Personalization Fields Within Email	Standard Fields	Standard + Alumni Fields	Standard + Custom Fields
HTML Email Creation and Edits		✓	✓
CASL Compliance and Subscription Preference Management		✓	✓
Multi-Device Email Preview			✓
A/B Testing		Basic	Advanced
List Import		✓	✓
Built-in Audience Creation			✓
Automated Welcome Series			✓
Email Behavior-Based List Segmentation			✓
Action Driven Reporting			✓
eCards		✓	✓
SOCIAL			
Social Sharing <i>"Like," "Follow," and "Share This"</i>		✓	✓
Social Posting			With Blackbaud Attentive.ly™
Social Segmenting <i>Using tags</i>			✓
Social Listening			With Blackbaud Attentive.ly
FORMS			
Online Giving Forms	✓	✓	✓
Tribute Gifts	With Raiser's Edge® Tribute Module	With Raiser's Edge Tribute Module	✓
Online Surveys		✓	✓
Dynamic Donation Forms			✓
Customer Form Fields <i>Data Mining</i>			✓
Recurring Gifts	Managed in Raiser's Edge	Managed in Raiser's Edge	✓

*Chart continued on next page

“When we’re able to effectively engage with the public (with Blackbaud Solutions) and they are able to easily contribute to a cause they care about with an organization they trust, it makes all the difference in our ability to operate and fulfill the promises we make to the children and the families in need throughout the world,”

—Brock Warner, Director, Community Giving and Innovation at War Child Canada

2019 Blackbaud Marketing Solutions Matrix

Software Features	Blackbaud Online Express™	Blackbaud NetCommunity™	Blackbaud Luminate Online®
ONLINE ENGAGEMENT			
Online Event Registration	With Raiser's Edge® Events Module	With Raiser's Edge Events Module	✓
Ticketing Event Management		✓	✓
Content Management System		✓	With Blackbaud Luminate Online CMS
Self-Service Donor Management		✓	✓
Unlimited Landing Pages		✓	✓
Online Membership	With Raiser's Edge Membership Module	With Raiser's Edge Membership Module	Basic
Online Alumni Engagement/Directory		✓	
eCommerce		Customization or Third Party	✓
REPORTING			
Easy-to-Use Dashboards	✓	✓	✓
Customized Reporting	Some, via Raiser's Edge	Some, via Raiser's Edge	✓
AVAILABLE ADD-ONS			
Multi-Centre for Affiliated Organizations			✓
PEER-TO PEER FUNDRAISING			
RSVP and Ticketed Events <i>Luncheons, Galas, etc</i>	With Raiser's Edge Events Module	With Raiser's Edge Events Module	✓
Runs, Walk and Cycling Events	Blackbaud TeamRaiser	Blackbaud TeamRaiser	Blackbaud TeamRaiser
INTEGRATIONS			
Integration with Raiser's Edge	Required	Required	✓
Stand-Alone Application <i>Available without Raiser's Edge</i>			✓
MERCHANT SERVICES			
Blackbaud Merchant Services™ <i>In United States, UK, and Canada</i>	Required	Included	Included

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