

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
- Blackbaud TeamRaiser®
- Blackbaud Luminate Advocacy™

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.
- **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.
- **Blackbaud TeamRaiser**
Transform event participants into fundraising rock stars with coaching tools that teach supporters how to communicate, coach, motivate, and drive new people to your cause. And drive even higher fundraising amounts with our exclusive Facebook® integration capabilities—allowing your fundraisers to fully leverage the power of social media.
- **Blackbaud Luminate Advocacy**
Harness the power of your passionate activists to support your cause and drive long-term support for your mission.

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. Plus, with powerful peer-to-peer and advocacy add-ons and CRM integrations, you can create a full engagement experience for your supporters and organization.

To learn more, visit blackbaud.com/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.