

BBNC& BBDM Integration Guide

11/10/2014 Blackbaud Direct Marketing 4.0 BBNC& BBDM Integration UK

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Contents



BLACKBAUD DIRECT MARKETING AND BLACKBAUD NETCOMMUNITY INTEGRATION	1
Integration Workflow	1
Integration in Blackbaud Direct Marketing	2
Configure Web Integration	3
Configure the Blackbaud NetCommunity Web Service Connection	3
Create Export Definitions	3
Create Email Messages	4
Create Email Packages	6
Create and Process the Marketing Effort	6
Start Email Job	7
Integration in Blackbaud NetCommunity	8
Configuration	8
Parts	9
Process Transactions	11

Blackbaud Direct Marketing and Blackbaud NetCommunity Integration

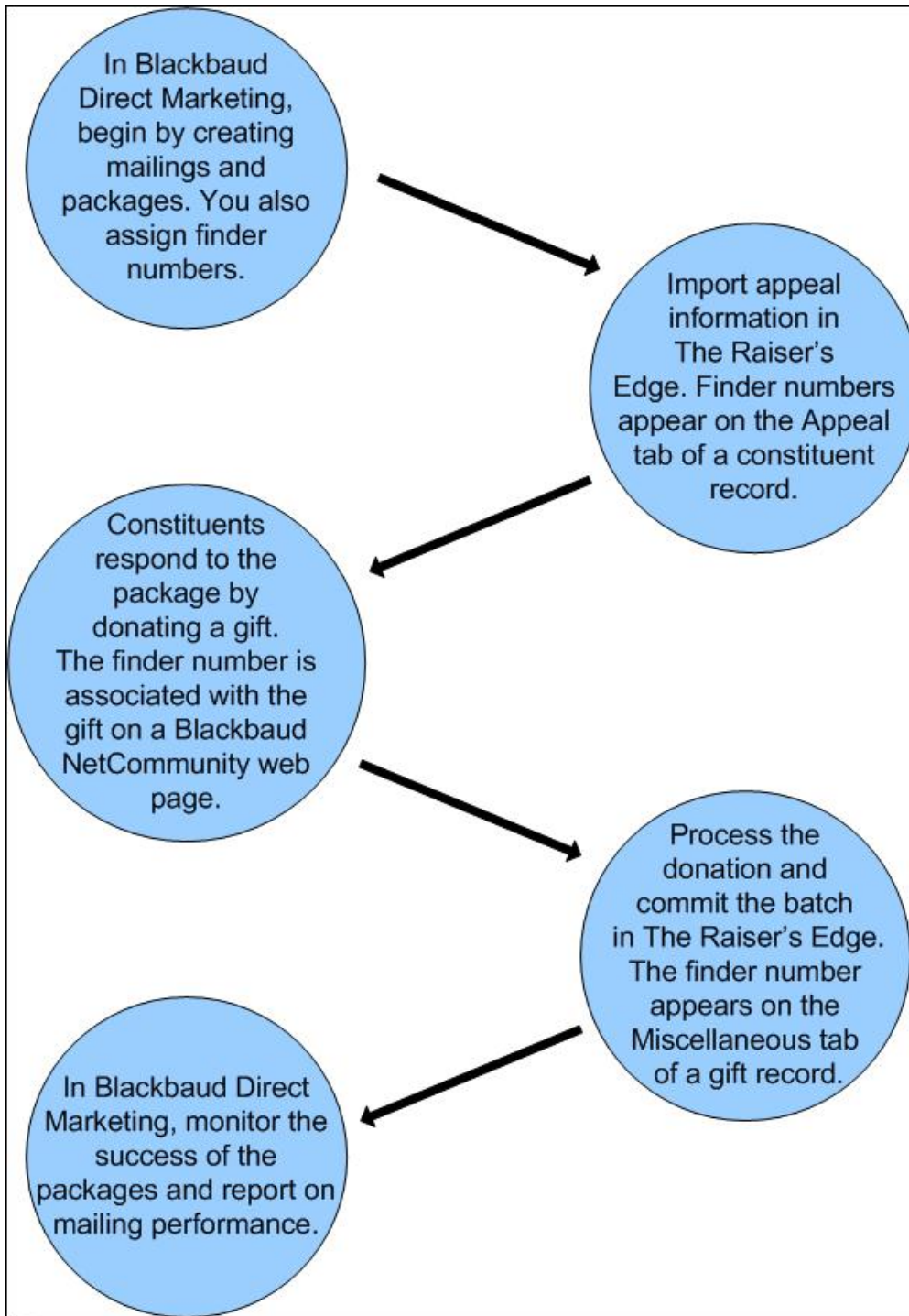


Integration Workflow	1
Integration in Blackbaud Direct Marketing	2
Integration in Blackbaud NetCommunity	8

To improve email processing and enhance monitoring packages, Blackbaud Direct Marketing and Blackbaud NetCommunity integrate.

Integration Workflow

Review the following diagram for information about the integration workflow and how it interacts with The Raiser's Edge.



Integration in Blackbaud Direct Marketing

When Blackbaud Direct Marketing integrates with Blackbaud NetCommunity, you can send email messages targeted to segments in a marketing effort. Emails are merged with data from Blackbaud Direct Marketing to

personalise the content of each message. After the emails are sent, you can track their effectiveness using reports and KPIs.

Integration also adds features to Blackbaud NetCommunity. For more information about these features, refer to Integration in Blackbaud NetCommunity on page 8.

Configure Web Integration

Before you send emails from Blackbaud Direct Marketing, the system administrator must configure the integration with Blackbaud NetCommunity so the two programs can share information.

After the integration package is loaded, the **Website integration** link appears under **Configuration** on the Marketing and Communications page. Click this link to configure the web service connection.

Configure the Blackbaud NetCommunity Web Service Connection

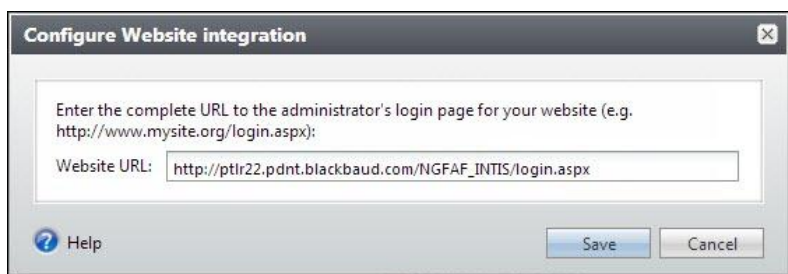
From the Website Integration page, you can configure the web service connection to Blackbaud NetCommunity.

► Configure the Blackbaud NetCommunity web service connection

1. From the Marketing and Communications page, under Configuration, click **Website integration**. The Configure integration screen appears.
2. In the **Website URL** field, if it does not already appear, enter the complete web address to the administrator's login page for your organisation's website. For example, `http://www.mysite.org/login.aspx`.

Note: If Secured Sockets Layer (SSL) is required to access the administration side of your website, make sure the address entered in the **Website URL** field begins with "https://".

Note: You must enter a fully qualified URL in the **Website URL** field.

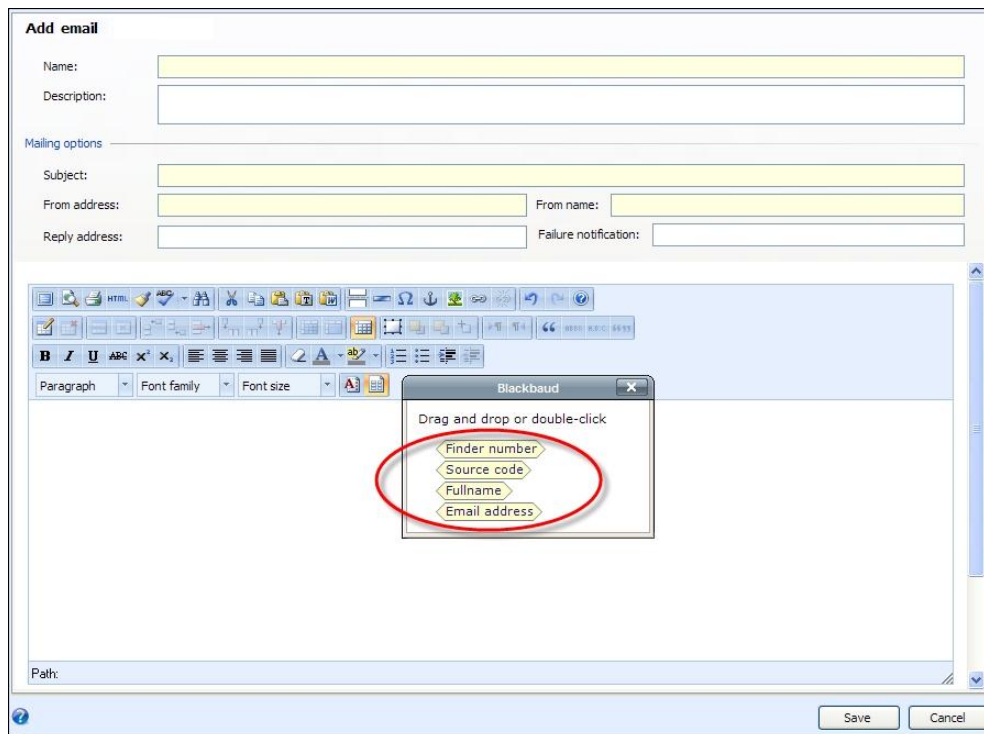


3. Click **Save**. You return to the Marketing and Communications page.

Create Export Definitions

From the Export Definitions page, create export definitions for the email channel. To access the Export Definitions page, click **Export Definitions** on the Marketing and Communications page. For more information about how to create email export definitions, see the Blackbaud Direct Marketing *Marketing Efforts Guide*.

The export definition serves as the data source for any messages the definition is assigned to. The data fields you include in the definition appear as merge fields on the email.



Warning: Always include the **Full name**, **Finder number**, and **Email address** fields in the export definition. These fields are required to create an email message. Also, when sending messages to an acquisition list, make sure the imported list file includes columns for all fields you include in the export definition. Otherwise, the final emails will contain blanks where they should include merged information.

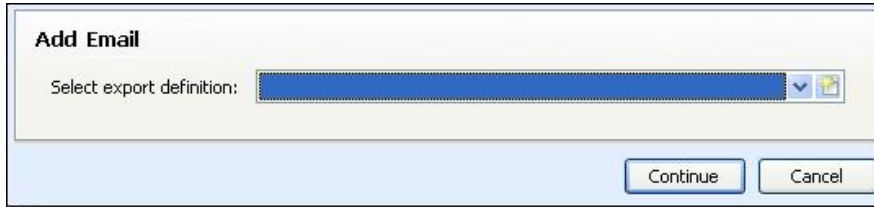
Create Email Messages

After you configure integration with Blackbaud NetCommunity, **Email marketing** appears on the Marketing and Communications page. Click this link to access the Email marketing page. On this page, you can search for and view email messages, and create direct marketing and membership email messages.

Note: You cannot create templates for emails sent through Blackbaud Direct Marketing. You can, however make a copy of an existing marketing email message and use that as a template. You can also copy the HTML code from an email template created in Blackbaud NetCommunity and paste it into a Blackbaud Direct Marketing message. Be aware that some functions available on Blackbaud NetCommunity templates and messages, such as conditional content, are not available with Blackbaud Direct Marketing messages.

► Add an email

1. From *Marketing and Communications*, click **Email marketing**. The Email marketing page appears.
2. Click **Add a direct marketing email** or **Add a membership email**. The Add Email screen appears.



3. Select an email export definition. The export definition defines the merge fields available in the email. The selected definition must include the **Finder number**, **Full name**, and **Email address** fields. For more information about how to create export definitions, see the Blackbaud Direct Marketing *Marketing Efforts Guide*.
4. Click **Continue**. The Add email screen appears.

- This screen is similar to the email properties and design screens in Blackbaud NetCommunity. For information about the items on this screen, see the Blackbaud NetCommunity *Email Guide*.
 - When you design an email message, you must include hyperlinks to the Privacy Page specified on the Settings tab in *Sites & settings* in Blackbaud NetCommunity and to a User Email Preferences Form on your website.
 - When you add a link in your message to a Blackbaud NetCommunity web page, the URL contains valuable information to track data and to automatically populate biographical information on your web page. Use this example to identify each piece of data the URL includes:
[http://www.yourdomain.org/DonationForm&srcid=\[source ID\]&srctid=\[source type ID\]&erid=\[email recipient ID\]&efndnum=\[email finder number\]&trid=\[tracking ID\]](http://www.yourdomain.org/DonationForm&srcid=[source ID]&srctid=[source type ID]&erid=[email recipient ID]&efndnum=[email finder number]&trid=[tracking ID])
5. Click **Save** to save the email and return to the Email marketing page.

Create Email Packages

From the Packages page, create email packages to associate with email messages. You can assign email packages to segments to target specific groups of recipients with different email messages.

When Blackbaud Direct Marketing integrates with Blackbaud NetCommunity, the **Primary content** frame appears on the Add email package screen. In the **Message** field, select an email message for the package. The **Export definition** field displays the email export definition assigned to the message. For more information about how to create an email message, refer to [Create Email Messages](#) on page 4.

For more information about how to create email packages, see the Blackbaud Direct Marketing *Marketing Efforts Guide*.

The screenshot shows the 'Add email package' form with the following fields and sections:

- Package details:**
 - Name: [Text input field]
 - Description: [Text area]
 - Site: [Dropdown menu]
 - Category: [Dropdown menu]
 - Package: [Dropdown menu]
 - Channel: [Dropdown menu]
- Costs:**
 - Base cost: \$0.00
 - Distribution: Per piece
 - Additional content cost: \$0.00
 - Total per piece cost: \$0.00
- Primary content:**
 - Message: [Dropdown menu with icons]
 - Export definition: [Dropdown menu with icons]

Buttons: Save, Cancel

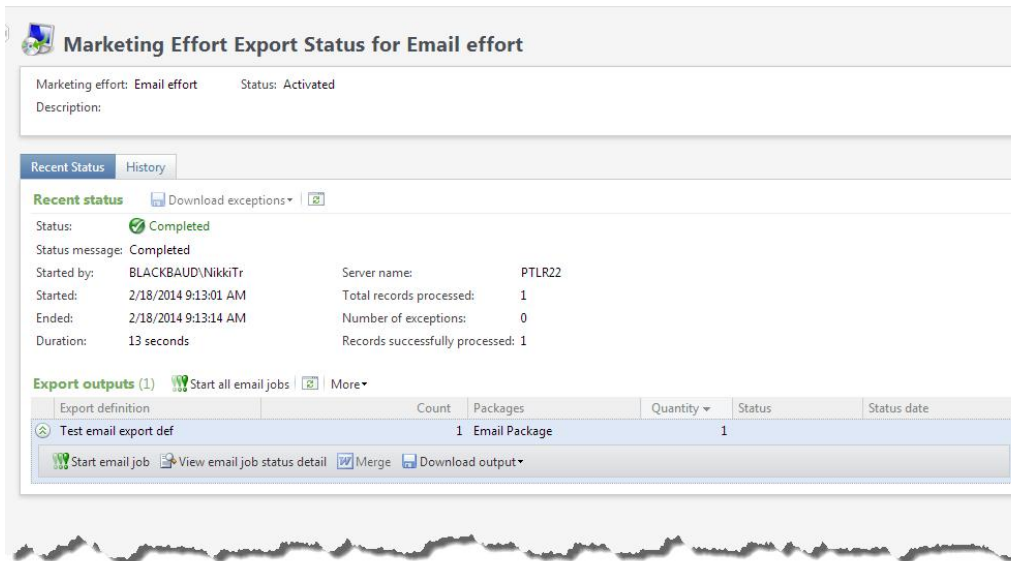
Create and Process the Marketing Effort

1. Create a marketing effort.
2. Add segments to the marketing effort to target specific groups of recipients with different email messages. Assign the email packages (with their associated messages) to the marketing effort segments.
3. Activate and export the marketing effort.

For more information about each of these marketing effort tasks, see the Blackbaud Direct Marketing *Marketing Efforts Guide*.

Start Email Job

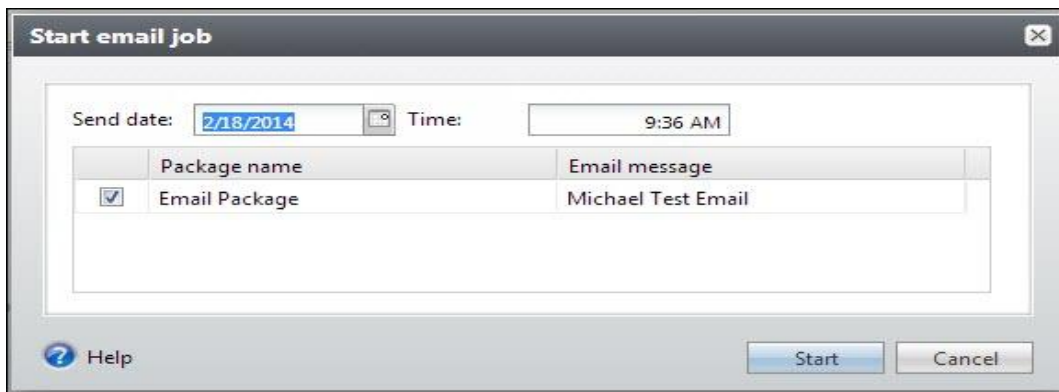
After you export the marketing effort, the Marketing Effort Export Process Status page displays the export definitions assigned to the marketing effort. When the marketing effort includes export definitions for the email channel, Email job options appear.



When you start an email job, it is queued and processed at the scheduled time by the website. The website creates the final email messages by merging data from the marketing effort's export definition into the appropriate fields in the email messages.

► Send email messages

1. From the Marketing Effort Export Process Status page, click the double arrows next to the email process to expand the row, and then click **Start email job**. The Start email job screen appears.



2. In the **Send date** and **Time** fields, enter the date and time the email job starts.
3. Select each package to include in the email job.
4. Click **Start**. You return to the Marketing Effort Export Process Status page.

As the job processes, the **Status** column changes from Pending to Completed or Failed. You may need to click **Refresh** to view the most recent job status. To view details about the email job, select the job and click **View email job status detail**.

Integration in Blackbaud NetCommunity

After you install Blackbaud Direct Marketing and Blackbaud NetCommunity, Blackbaud Direct Marketing features become available in Blackbaud NetCommunity.

Note: If you do not see Blackbaud Direct Marketing features in Blackbaud NetCommunity, you must configure options in Blackbaud Direct Marketing for the integration. For more information, refer to *Configure Web Integration* on page 3.

Configuration

From the Settings tab in *Sites & settings*, select **Web Services**. Under **Blackbaud Direct Marketing**, enter information about the web services Blackbaud NetCommunity uses to communicate with the Blackbaud Direct Marketing database.

► Configure the Blackbaud Direct Marketing web service settings

After you configure these options, Blackbaud Direct Marketing features become available in *Parts* in Blackbaud NetCommunity.

1. From the Settings tab in *Sites & settings*, select **Web Services**.
2. Under **Blackbaud core components**, in the **URL** field, enter the location of the Blackbaud core components. The core components include all files and configuration settings required to integrate the website and its database, as well as the services required by your website.
3. In the **Database ID** field, enter the ID for your website's database.

Note: To obtain the database ID, navigate to C:\[Install location]\bbappfx\vroot\web.config on your web server. The ID is located in the `<add key="REDBList" value="BBDM" />` setting.

4. Under **Credentials for bbAppFx web service**, select whether to connect to the bbAppFx web service with default credentials from the application pool or with credentials for a particular *Windows* user account.

Tip: If you use basic authentication, select **Specific user** and enter credentials for a *Windows* user account. If you use *Windows* authentication, you can use default credentials from the application pool or use a *Windows* user account.

Blackbaud core components

Enter the URL where you installed the Blackbaud core components on the web server and the ID for your website's database. Blackbaud core components include files and configuration settings to integrate the website and its database.

URL:

Database ID:

Credentials for bbAppFx web service:

Default credentials
 Specific user

To use credentials from the **Blackbaud NetCommunity** application pool to connect to the bbAppFx web service, select this option.

- Under **Blackbaud Direct Marketing**, in the **User** and **Password** fields, enter the login and password required to connect to the Blackbaud Direct Marketing web service. For added security, the program masks your entry in the **Password** field.

Blackbaud Direct Marketing

Enter your login credentials to allow **Blackbaud NetCommunity** to communicate with **Blackbaud Direct Marketing**.

User:

Password:

- To save the settings, on the action bar, click **Save**.

For more information about site settings, see the Blackbaud NetCommunity *Administration Guide*.

Parts

When you integrate Blackbaud Direct Marketing and Blackbaud NetCommunity, several parts in Blackbaud NetCommunity allow you to include **Finder number** fields on your website so that website users can associate transactions with marketing efforts.

Finder numbers are sequential numbers assigned to the names on marketing effort lists, and you use them to match transactions to marketing efforts and then track and report on the performance of the marketing efforts.

For more information about finder numbers, see the Blackbaud Direct Marketing *Marketing Efforts Guide*.

The following parts include the finder number option:

- Donation Form
- eCards
- Event Registration Form
- Fundraiser
- Membership Form
- Personal Page Manager
- Payment

For information about the parts, see the Blackbaud NetCommunity *Parts Guide*.

When you include the **Finder number** field on a part, users can enter the finder numbers that they receive in mailing packages along with the other information that they enter during the transaction.

Note: Parts do not display the **Finder number** field when website users access them through links that you send in email messages as part of your marketing efforts. When users access forms through these links, their finder numbers are automatically associated with their transactions.

Note: If a website user accesses the donation page from the link in an email and then navigates to another page before making the donation, the finder number will not be associated with the transaction. More specifically, when an anonymous user accesses a donation form from an email link and uses the Payment 2.0 part to complete the transaction, if they navigate back to the donation form to make an additional donation, the finder number and related marketing effort information does not get applied to the second transaction. This does not occur for website users who are logged into the website.

The program does not consider finder numbers when it matches constituent information from online transactions to constituent records in your database. However, after the program associates a transaction with a constituent record, it compares the constituent ID from the record to the constituent ID associated with the finder number to determine whether the transaction is a direct gift to the marketing effort.

- If the constituent IDs match, the program saves the transaction as a direct gift to the marketing effort. On the payment record, the program autofills the finder number, mailing ID, source code, and appeal ID.
- If the constituent IDs do not match but the finder number's constituent ID matches a different constituent record, the program saves the transaction as an indirect gift to the marketing effort. On the payment record, the program autofills the mailing ID, source code, and appeal ID but does not include the finder number.
- If the finder number's constituent ID does not match any constituent ID in your database because it was reserved for someone on an acquisition list, the program saves the transaction as a direct gift to the marketing effort. On the payment record, the program autofills the finder number, mailing ID, and source code.

Note: The program does not create payment records in The Raiser's Edge for free events on Event Registration Form parts. Therefore, finder numbers are not stored for free events.

► **Configure finder numbers for parts**

1. From the Design tab of an applicable part, scroll down to the finder number option.

For the Payment part, the option is in the **Finder number** section. For other parts, it is in the section for payment settings.

Note: For parts that with the option to route transactions to a shopping cart, the finder number option only appears when you select **Proceed directly to payment**.

2. To display a **Finder number** field so that website users can enter finder numbers that you send as part of marketing efforts, select **Display finder number**.

Use finder numbers to associate **Blackbaud Direct Marketing** appeals with donations.

Display finder number

When you display this field on the web page, a user can enter the finder number from a mailing package in the field. If the user navigates to the page from an email package, the finder number field does not appear on the page. After the donation is submitted and processed, the finder number appears with the transaction information.

Field description help text:

Please enter the finder number printed on your mailing

Enter the text to appear on the web page to inform users of the purpose of the **Finder Number** field.

Choose an image to display:

Select a sample graphic of the finder number to display with the **Finder Number** field.

For mailing packages, finder numbers are printed on reply forms. For email packages, finder numbers are added to the end of the URL as "efndnum=[finder number]." When website users access parts through the URLs in email packages, the parts do not display the **Finder number** field because finder numbers are automatically associated with the transactions.

Tip: After you process a transaction, the finder number appears in The Raiser's Edge in the **Finder Number** column in the batch. After you commit the batch, the finder number appears in the **Finder number** field on the Miscellaneous tab of the gift record. For more information, refer to Process Transactions on page 11.

Note: If the part includes a default source appeal, the appeal associated with the finder number overwrites the default source appeal.

3. In the **Field description help text** box, enter text to explain the **Finder number** field to website users.
4. To include a sample graphic of a finder number to help explain the **Finder number** field, click the icon in the **Choose an image to display** field.

For information about the parts that include the finder number option, see the Blackbaud NetCommunity *Parts Guide*.

Process Transactions

Finder numbers download to The Raiser's Edge from Blackbaud NetCommunity in two ways.

Mail package

A website user enters the finder number that is printed on their reply form in the **Finder Number** field on the donation page.

Email package

When you create the email message, include a link to the donation page. When the recipient clicks the link to navigate to the donation page, their finder number is added to the end of the URL as "efndnum=[finder number]." The **Finder Number** field does not appear on the web page to the website user but the number is automatically associated with the transaction in The Raiser's Edge.

Note: If a website user accesses the donation page from the link in an email and then navigates to another page before making the donation, the finder number will not be associated with the transaction. More specifically, when an anonymous user accesses a donation form from an email link and uses the Payment 2.0 part to complete the transaction, if they navigate back to the donation form to make an additional donation, the finder number and related marketing effort information does not get applied to the second transaction. This does not occur for website users who are logged into the website.

To view the finder number for a gift, you must process the donation from the NetCommunity page in The Raiser's Edge. After you process the donation, the finder number first appears in the **Finder Number** column in the batch. After you commit the batch, the finder number defaults in the **Finder number** field on the Miscellaneous tab in the gift record.

The screenshot shows a software window titled "Gift" with a menu bar (File, Edit, View, Gift, Favourites, Tools, Help) and a toolbar. Below the toolbar are several tabs: Gift, Miscellaneous (selected), Soft Credit, Matching Gifts, Tribute, Attributes, and Split Gift. The main area contains various input fields and checkboxes:

- Gift ID: 1609
- Gift code: [dropdown]
- Constituency: [dropdown]
- NetCommunity gift:
- Gift is anonymous:
- NL post status: Not Posted
- NL post date: 02/10/2009
- Marketing source code: [text field]
- Mailing ID: [text field]
- Finder number: 12345123 (highlighted with a red box)

At the bottom, there is a Notepad section with a toolbar (New Notepad, Open, Delete...) and a dropdown for Notepad types. Below that is a table with columns: Type, Date, Description, and Notes.

To view the finder number for a gift, you must process the donation from the Web Transactions page in Blackbaud Enterprise. After you process the donation, the finder number first appears in the **Finder number** row on the Review transaction data screen in the batch. After you commit the batch, the finder number defaults on the Marketing Efforts tab on the Edit payment screen.

For more information about processing donation transactions, see the *Blackbaud NetCommunity & The Raiser's Edge Guide*. For more information about The Raiser's Edge gift record, see the *The Raiser's Edge Gift Records Guide*.