



# Luminate Advocacy™

## *Driving Action on the Issues that Matter Most*

When online efforts and public policies mix, big things happen. Luminate Advocacy empowers you to mobilize the online masses at a moment's notice and grow your grassroots activist base through your website and social channels. It also helps you strengthen relationships with impassioned supporters, inspiring them to appeal to their own networks, donate to your organization, attend events, and remain long-term advocates of your mission.

### Policy Influence

Luminate Advocacy provides a complete online solution for creating and managing powerful campaigns that influence opinions and policies. Publish custom action alerts to your website then create and send compelling messages via email and social channels to encourage supporters to act. You have complete control over the layout of your supporters' online experience—from action alert and email appearance to suggested messaging for letters to decision makers. Your supporters will have everything they need to send persuasive and on-point messages, and Luminate Advocacy will ensure messages their reach their intended recipients. And with mobile readiness, you can reach supporters wherever they are, whenever the need arises. At home, at work, or on the go, Luminate Advocacy ensures that your supporters can act on the spot.



Luminate Advocacy helps you:

- Generate momentum and influence policy
- Grow your base of supporters
- Raise more money

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## Up-to-Date Legislative Data with Zip-To-District Matching

Reach officials, including U.S. Congress, federal agencies (including regulations.gov), state officials, local officials, and media with Luminate Advocacy. Your activists are automatically matched with their elected officials, and you can also create custom targets for corporate CEOs and other key influencers.

### Flexible and Reliable Delivery Options

Choose delivery channel options for activists' letters, including email/web form, fax, phone, and/or direct mail. Advanced targeting puts delivery metrics at your fingertips while you're planning your action alert, so you'll always choose the right delivery method for your campaigns.

Count on near 100% delivery for the House, Senate, and President of the United States, including delivery to web forms that require CAPTCHA and other logic puzzles. Automate email to fax rollover if delivery to a target fails.

As a founding sponsor of the Communicating with Congress initiative, led by the Congressional Management Foundation, Blackbaud has direct API integration with the web forms of all participating federal House of Representative and Senate elected officials.

### Integrated Vote Data

Include U.S. House and Senate roll call vote data in customizable legislative scorecards and thank/spank action alerts for more impactful messages to the Hill.

### Social Advocacy

Our Tweet @ Your Rep widget lets you create a customizable message that supporters can send to their own member of Congress.

### Letter to the Editor Tools

Extend the reach of your campaigns by enabling your supporters to customize and target messages to media organizations.

### Comprehensive Reporting

Measure the results of your campaigns and discover ways to improve them over time by tracking aggregate and individual responses for alerts. Report data may include total number of constituents taking action; number of new constituents added; total number of email, fax, and printed letters sent; calls logged; and global deliverability metrics for a target or group of targets.

### Multi-Affiliate Support

Engage supporters at the national and local levels by supporting your affiliate organizations using Luminate MultiCenter, an optional module for Luminate Advocacy. With Luminate MultiCenter, you can give your affiliates the ability to create and maintain their own local websites, action alerts, and emails while preserving your organization's brand.

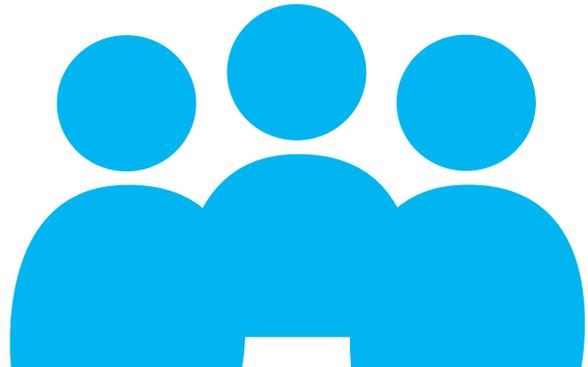
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**Local Advocacy**

For organizations with a focus on local policy, Luminate Advocacy's optional Local Advocacy module drives action within municipal government.

**Mobilizing Support**

Luminate Advocacy is one of the most effective tools in your list-building and supporter engagement strategy. Compelling issues catch the attention of new high-quality supporters who are passionate about your cause and inspire existing activists to spread your message to their networks. Luminate Advocacy gives you the ability to reach more people through engaging email and website content; social sharing tools; social channels including Facebook®, Twitter®, Instagram®, and LinkedIn®; mobile websites; and smartphone apps.

**Social Influencers**

Find and engage your most socially active supporters who can spread the word about your campaigns on social media.

**Advocacy Content Integration**

Integrate action alerts throughout your website to grab the attention of new site visitors and convert them into advocates. Display action alerts with a consistent look and feel to your main website or to microsites developed to host advocacy campaigns.

**Personalized Action Centers**

Highlight your organization's top issues, creating engagement pathways showing your activists which action alerts they have taken part in. Recommend the most relevant action alerts based on past behavior or preferences.

**Personalized Email and Website Content**

Tailor email and website content to automatically include information such as first name and geographic location. Personalize messages based on supporter interests and action history.

**Advanced Custom Design**

Power users can take full control over the design and layout of your action alerts and emails, and easily conduct A/B email tests to optimize performance. Suggest action letter text, and configure how much of an activist's letter can be edited and what information is required.

**Multichannel Communications**

Create campaigns that take advantage of the different ways people absorb information and reply to communications, including those from websites, social media sites, phone calls, direct mail, and email. Luminate Advocacy supports this multichannel approach, helping you reach more supporters, get them more involved, and build long-term relationships.

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### Open /APIs

The sky is the limit with our open Application Programming Interface (API) which allows third-party software tools, such as peer-to-peer texting, click to call, and social sharing. Whether you're using a partner integration from the Blackbaud Marketplace or want to build your own custom integration, our API allows information flow to Luminate Advocacy to track supporter activity.

### Marketing Automation

Cultivate stronger relationships with advocates through personalized yet automated messages. Use a welcome series to retain supporters and build financial or participatory support.

## Winning Campaigns

We work with the best and the brightest minds to help better serve nonprofits. Our experienced consultants blend online expertise with fundraising and direct marketing knowledge to create innovative strategies, campaigns, and websites that boost awareness, increase engagement, raise money, and most importantly, help you win your campaigns.



Visit [www.blackbaud.com](http://www.blackbaud.com) for more information

