



What is Luminate Online?

Luminate Online (LO) is a powerful cloud-based solution that combines online fundraising and nonprofit marketing tools. Within LO we can create:

- Donation Forms
- Email Marketing Campaigns
- Ticketed Event Sites (Ticket Sales)
- TeamRaiser Events (P2P)
- E-commerce Stores
- Surveys

Constituent 360, which is a component of LO houses all of the Donor Data that is collected online. It's essentially the Online version of Raiser's Edge.

Donation Forms

All online donation forms are created and managed in LO. The main donation form is found on www.cancer.ca - click on the [Donate Button](#) in the top right corner. All online credit card transactions are process through LO and the BCY IATS merchant account. After a donor completes a transaction, a pdf receipt is automatically generated and immediately emailed to the donor.

Email Marketing Campaigns

The main Online Marketing campaigns sent our each year are:

- Daffodil Campaign – April
- Gift of Hope Campaign – Jul (pending)
- Holiday Campaign – Dec

An Online Marketing campaign may consist of any or all of the following:

- An email series of 4-6 emails asking for support
- A heightened social media presence
- Google ad words campaign
- Social media advertising

The content of these campaigns are now coordinated with the National Office to ensure that we are all speaking with one voice across the country.

BCY also sends out an e-newsletter on a bi-monthly basis. [Subscribe here.](#)

Ticketed Event sites

Ticketed event sites are websites where users can purchase tickets to an event. Some annual Ticketed Events include:

- Daffodil Ball
- Monopoly Affair
- Holland America Luncheon

TeamRaiser Events – (P2P Fundraising)

A TeamRaiser Event is used for team based peer to peer fundraising. It allows a participant to register for an event either as a team or an individual. Once registered, the participant will have access to personal fundraising page through a Participant Centre. This fundraising page can be emailed or shared on social media allowing the participant to ask their network of friends and family for support while participating in the event. Some examples of TeamRaiser Events are:

- [Relay for Life](#)
 - [Daffodil Dash](#)
 - [Cops for Cancer](#)
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E-Commerce Stores

The e-commerce module is used to create an online store to sell products like the Daffodil Pins and fresh cut flowers for Daffodil Month. Other CCS stores include:

- Daffodil Pins/Flowers
- Holiday Cookie Sales (Asian Giving)
- Meal Orders for RFL

Surveys

Online surveys can be created in LO for things like post event follow-up, collecting information from donors, or as a request for information. Current Survey's include:

- Customer Satisfaction Surveys (RFL & Daffodil Dash)
- Supporter Survey (in conjunction with Direct Response)
- Request Forms for Support Services
- Financial Support

For any Luminate Online questions or inquiries or to request any of the items mentioned above, please send an email to conviosupport@bc.cancer.ca.

