

# NONPROFIT BECOMES SELF-SUFFICIENT ON NEW ONLINE FUNDRAISING AND MARKETING PLATFORM

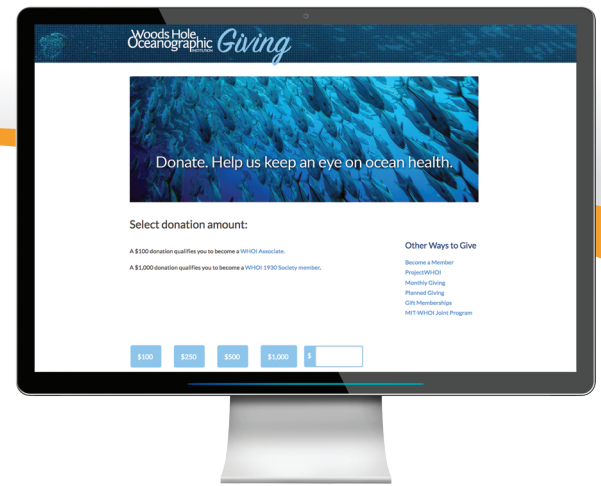
**Cathexis Partners helps nonprofit implement, customize, and learn to use Luminate Online Marketing™**

Woods Hole Oceanographic Institution (WHOI) is a nonprofit organization dedicated to ocean research, exploration, and education. In 2015, the WHOI team wanted to move from disparate marketing tools to Luminate Online Marketing — a comprehensive online fundraising and marketing platform from Blackbaud that is able to integrate with WHOI’s donor database, The Raiser’s Edge™.

WHOI turned to Cathexis Partners to get them up and running on Luminate Online Marketing. The Cathexis team helped the organization to:

- **Implement and configure Luminate Online Marketing** in a way that allows WHOI to use and customize the platform in the future on their own
- **Customize the TeamRaiser™ peer-to-peer fundraising platform** to drive a unique crowdfunding site that allows researchers to propose new projects to fund, and allows anyone to fundraise or donate to a project
- **Create a new primary online donation form** with the same look and feel as WHOI’s website
- **Plan and build an automated email welcome series** that provides new email subscribers with information about WHOI’s projects
- **Develop email templates** for WHOI’s newsletters
- **Set up ticketed and non-ticketed calendar** events that required RSVPs

The WHOI team now uses their online marketing platform to drive multiple peer-to-peer events, marketing emails, donation forms, and calendar events — all on their own.



## HIGHLIGHTS

**Cathexis Partners has helped WHOI:**

- **Implement and customize Luminate Online Marketing**
- **Create initial donation forms, peer-to-peer fundraising events, email templates, and calendar events**
- **Train the WHOI team so they can use and customize the platform on their own**

“While setting up our online fundraising and marketing platform, Cathexis Partners kept in mind that we wanted to eventually be self-sufficient. We’re now able to use our platform without the need for outside help.”

Ronald L. Timm II  
Business Analyst  
WHOI

Contact Us Today

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