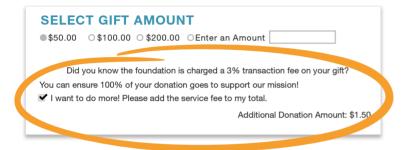


#### FUNDRAISING ENHANCEMENTS FOR LUMINATE ONLINE MARKETING™

# **EXTEND YOUR ONLINE FUNDRAISING REACH**

Your Luminate Online Marketing<sup>™</sup> system helps you acquire more supporters, build campaigns for online fundraisers, and nurture sustaining donors. Now you can take your online fundraising even further with these powerful vet cost-effective enhancements from Cathexis Partners:



#### **Currency converter for online transactions**

Display giving level options in a non-U.S. currency, while showing the conversion in U.S. dollars that will be charged. This solution is ideal for international organizations targeting donors in countries outside of the U.S.

\$1.450



### **Engagement Factors and Rewards**

Implement one or both of these underutilized features of Luminate Online Marketing that can help your team see and target your most active and engaged constituents. Our team can help with strategy and configuration. Contact us for an estimate.

## Option for donors to cover transaction fees

Provide an option for donors to cover the cost of transaction fees on Luminate Online Marketing<sup>™</sup> or TeamRaiser<sup>™</sup> donations or registrations. Adding this simple option can give a significant boost to your overall funds raised! \$550

#### SELECT GIFT AMOUNT Select gift amount: ○ €10 ○ €25 ○ €50 ○ €100 ○ Enter amount: € Your donation will be processed as \$11.73 USD.

### Monthly giving pop-up

When donors make an online donation, present them with the option to make it a recurring gift with the convenience of automated monthly payments. This approach encourages donors to give more over time. \$550

Response Count:

Blackbaud

Solution Provider

0 Count:

EF1 - Email Clickthrough 0 EF2 - Email Open 180 days: 43 180 davs: EF3 - Email Received: 59 EF4 - Email Open 30 days: 0 Previous Year Alert 0 EF5 - Email Clickthrough 0 30 davs: Lifetime Alert Response YTD Alert Response Count: 0

