



blackbaud®
**DEVELOPERS’
CONFERENCE**
June 15–17, 2021

Power up your Blackbaud TeamRaiser® with Fitness Tracking Integration

LUMINATE ONLINE®/ TEAMRAISER® TRACK

NOAH COOPER, ALY LEVINE

Session Host: Glen Hutson



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- Providing direct support to answer questions regarding Customization specifications, features, intended usage, and Error correction and troubleshooting processes to Your Non-Authorized Users



Noah Cooper

Advisory Web Developer
Blackbaud

Noah is Advisory Web Developer on the Professional Services team at Blackbaud, with over 17 years of experience working with nonprofits. Noah works with Blackbaud customers to develop online fundraising programs, with a focus on complex technical solutions that use Blackbaud's open APIs.



Alyson Levine

AVP, Fundraising Programs
JDRF

With more than 20 years of fundraising, development and campaign marketing experience, Alyson leads the teams responsible for all national events including One Walk, Gala, Ride/Endurance and DIY. By honoring the unique characteristics of these events, Alyson leverages innovative digital strategies to improve overall donor experiences for JDRF's event fundraising portfolio.



The Evolution of Fitness Tracking

Even before COVID-19, JDRF and Blackbaud were working to launch fitness tracking for the JDRF Ride, focused on training leading up to event day. We knew participants were already using Strava. In the absence of an integration between Strava and TeamRaiser, riders found their own solutions, and used things like Strava clubs to build a community and see how they stacked up on weekly leaderboards.



The Evolution of Fitness Tracking

Once the pandemic struck, fitness tracking became a crucial component as JDRF events became entirely virtual. What started as functionality centered around endurance training transformed into a broader solution for enabling participants to share their story, even without an actual event or event date. Participants use fitness tracking as a key tool to show their friends and family their commitment to JDRF's mission.

How the Strava Integration Works

Participants grant permission to Strava app

An API call backfills data for the current year

Strava sends webhook events for future activities

Miles Towards Mission

Join riders from across the country as we ride together towards our ultimate finish line: a world without T1D. Your miles will also appear on your fundraising page.

Connect with **STRAVA**

GET

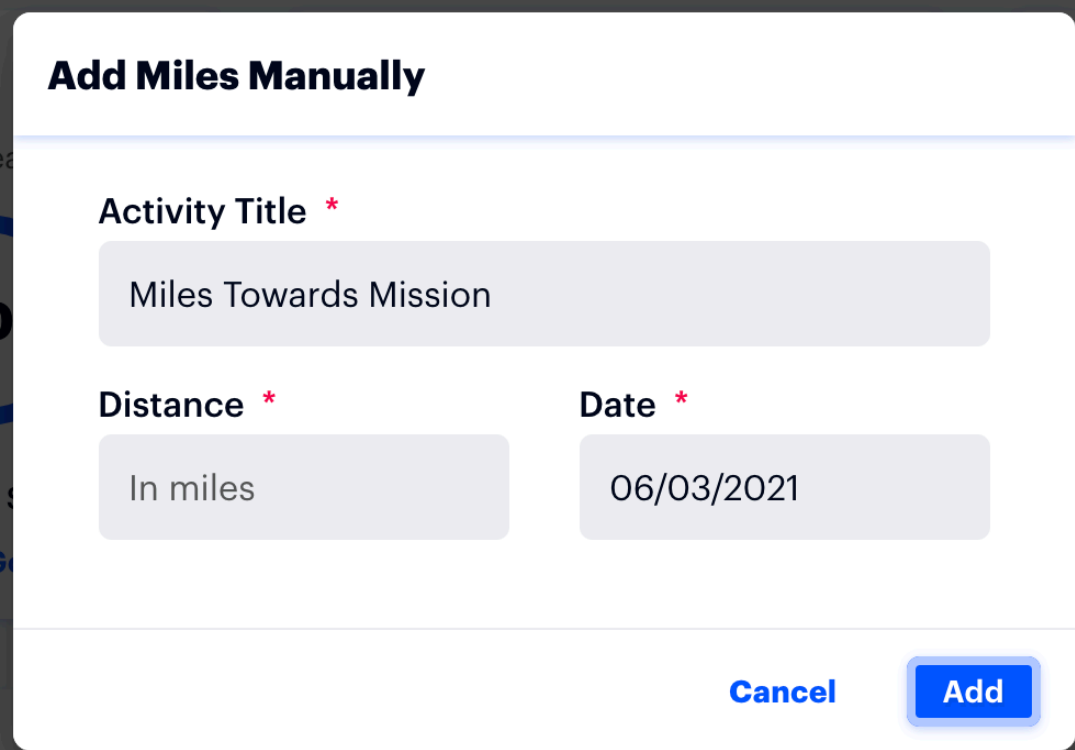
/athlete/activities

```
{
  "aspect_type": "create",
  "event_time": 1516126040,
  "object_id": 1360128428,
  "object_type": "activity",
  "owner_id": 134815,
  "subscription_id": 120475,
  "updates": {
    "title": "My Ride"
  }
}
```

The (Further) Evolution of Fitness Tracking

While the JDRF Ride was the most logical starting point, since then JDRF and Blackbaud have expanded the functionality to all events including One Walk, Team JDRF, and JDRF Your Way.

Additionally, since not everyone uses Strava, the participant center was updated to allow participants to choose to manually track activities instead.



The screenshot shows a mobile application form titled "Add Miles Manually". The form has three main input fields: "Activity Title" with the value "Miles Towards Mission", "Distance" with the value "In miles", and "Date" with the value "06/03/2021". Each field is followed by a red asterisk indicating it is a required field. At the bottom right of the form, there are two buttons: a blue "Cancel" button and a blue "Add" button.

Add Miles Manually

Activity Title *
Miles Towards Mission

Distance * **Date ***
In miles 06/03/2021

Cancel Add




Under the Hood

Whether a participant connects to Strava or manually logs activity in the participant center, Luminate Online custom interactions are used to track each activity and its associated meta data in JSON format, e.g. title, type, date, duration, distance, elevation, and photos.

Each time a new activity is logged, the duration, distance, and elevation are aggregated, with sums for the participant, as well as their event, team, and company.

The Activity Stream


As soon as a participant logs their first activity, a new section of the personal page displays a stream of their activities for the year.



Training

Yesterday
Oh my gosh- The Trail Again 🤔🤔🤔 JDRF MyRide con't 💕
👁️👁️👁️👁️👁️

Distance	Elevation	Time
30.28 mi	404 ft	2:13:58



Yesterday
Oh Mu Goe. The Trail Again 🤔🤔🤔 JDRF MyRide con't 💕
👁️👁️👁️👁️👁️

Distance	Elevation	Time
30.34 mi	296 ft	2:18:16

Leaderboards

On the event, team, and company pages, leaderboards that previously only displayed fundraising data now rank participants by miles as well.

Participants		Teams
		Miles
1	Joanna Southerland	8,625.27 mi
2	Vance Nall	6,832.81 mi
3	Paul Thorsgaard	5,928.96 mi
4	Jeffrey Markussen	4,911.61 mi
5	Tim Drexel	4,395.65 mi
6	Paul Shapiro	4,215.44 mi
7	Bryan Weinstein	4,015.38 mi
8	Margaret Atterbury	3,972.24 mi
9	Felix Navarro	3,620.73 mi
10	Doug Cornelius	3,599.07 mi

[See All](#)

Totals and Goals

Each event page displays the total activity logged by participants, with the option for national or chapter staff to set a goal.

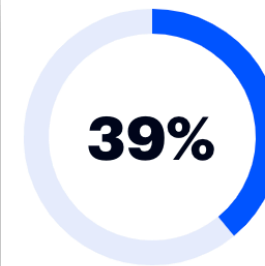
Additionally, each program's homepage (such as ride.jdrf.org or walk.jdrf.org) now includes the grand total for all events, with the progress toward an annual goal.



Our Miles Towards Mission

In support of the 1.6 million Americans living with T1D, our miles will be counted towards a collective goal of walking 1.6 million miles.

12,637.56 mi



39%

Total Miles Walked

635,278.55 of 1,600,000

Many Different Kinds of “Activity”

JDRF Search Log In

JDRF Your Way Fundraisers FAQs Fundraising Tips About Us Register

Boston Children's Hospital

Top

Team Cytiva
Trust Trekkers
Team Eversource
Sleep Walkers
NIC+ZOE
Compass Cares
Team Toyota
Westside
Elephant
PPSQ Posse

Yoga Challenge
June 30, 2021

lululemon
Sponsored by lululemon

Register
Donate

0% Total Amount Raised
\$0 of \$50,000

0% Total Time
0h of 100h

June 30, 2021

John Smith
Email | 917-555-5555

Greater New York City Chapter
200 Vesey Street
28th Floor
New York, NY 10281

Together, we will create a world without type 1 diabetes!

We are helping create a world without type 1 diabetes (T1D) for the millions of children and adults living with this disease.



Things to Think About

- Strava has branding guidelines you need to be aware of before building your UI.
- Each program needs to determine which activity types and metrics make sense to track.
- Strava enforces API rate limits which are fairly low by default. You may need to request an increase based on a program's size.
- Given the rate limits, you likely will want to use a different Strava app per program.
- Consider whether leaderboards should be ranked by total activity for the year, or, perhaps only for the week.
- If displaying total activity for an entire program, think through the frequency of resetting that data to zero. Should your homepage show the total for the calendar year? For your fiscal year?
- With manual tracking, come up with reasonable limits to enforce for distance, elevation, and time.



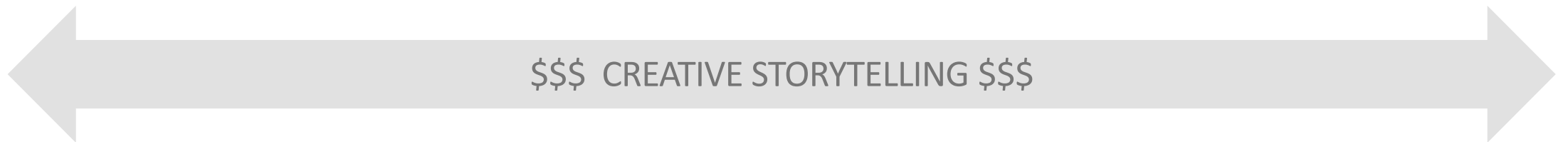
It's (not just) About the Miles...

JDRF wanted to exploit existing behavior in the endurance space to **engage new people**, **better align to corporate partners values**, **upgrade fundraising behaviors**, drive **new creative ways for storytelling**, **engage year-round** and **expand participation** with supporters that are not always part of a physical JDRF event (e.g. Peloton, Zwift, etc.) by integrating the top social fitness networks into our P2P fundraising product.



JDRF

Miles Towards Mission



Marketing the Challenges

- Calendar of Events – geared towards everyone: Mileage & Fundraising
- Drive to participant center
- Sample videos, resources, e-comms
- Corporate Kick Offs
- National and Chapter Opportunities
- Match Campaigns
- Culminated with the first ever World Diabetes Day Challenge: a collective challenge across all P2P Programs: Walk, Run and Ride

JDRF Search Log In

Team Cisco

Finding a Cure for Type 1 Diabetes

45% Total Amount Raised \$2,700 of \$6,000

0% Total Miles 35.97 mi of 24,700 mi

Team	Miles
JDRF One Walk	0 mi
JDRF Ride	0 mi
Team JDRF	35.97 mi

Bike Away From Work

Friday, May 15 – Thursday, May 21

Active

This is a description of the current challenge. These are the rules like this. These are some other important things to know about the challenge. Perhaps another sentence here.

2,238 / 6,783 Miles Ridden

Participants	Teams	Companies
Chinese Uchechey		74 mi
Aaron Almaraz		70 mi
Mathijn Agter		65 mi
Svyatoslav Taushev		62 mi
Leonetta Lloyd		60 mi
Fátima Cambeiro		59 mi
Ored Sijigren		57 mi
Neeshaan El Pasha		54 mi
Igor Antonovich		48 mi
Tiontay Carroll		47 mi

Join the Challenge

Connect with Strava to track your training rides, share progress, and participate in JDRF training challenges.

Connect with STRAVA

Spring into Action Jersey Challenge

Every jersey tells a story, and we want to hear yours!

Completed

This challenge is all about having fun and letting everyone know why you're riding for JDRF! Every jersey tells a story, and we want to hear (and see!) yours. So, grab your favorite JDRF Ride jersey (or JDRF apparel item if you're new to the JDRF Ride) and let's get started!

Take the #JDRFJerseyChallenge:

- Wear your favorite JDRF Ride jersey the next time you're out in your neighborhood. The doctor's office.

Total Amount Raised	Total Miles
\$76,802	15,042.56 mi

Participants	Teams
	Miles
Joanna Southerland	438.50 mi
Vance Nell	205.58 mi



#bbdevdays

Thank you!