



blackbaud®
**DEVELOPERS’
CONFERENCE**
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Showcase of Cutting-Edge Virtual Experiences

LUMINATE ONLINE®/ TEAMRAISER® TRACK

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Session Host: Trevor Kelly



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Deloitte's Digital Fundraising team collectively has over 35 years of experience in the fundraising industry. Our team has both client and vendor-side experience and has worked with several reputable charities.

We help our clients optimize their online giving solutions, solve their unique and challenging problems while pushing the boundaries of what is possible within their TeamRaiser and Luminate Online solutions.



Background

COVID-19 has been disruptive to life as we know it. Many of the foundations and principles on which our businesses are built have been broken, and the way we behave as individuals, families, communities and society continues to change.

Before the pandemic, eSports/live streaming was a growing marketplace. Because these platforms enable and encourage people to connect digitally as a community, it was a perfect opportunity to tap into a new way to engage donors.

Charities are always looking for new and engaging ways to fundraise, and COVID-19 has accelerated this process causing physical events had to be re-evaluated.



Sinai Live

Based in Toronto, Ontario, Sinai Health is a leading academic health science centre.

Sinai Health and Deloitte Canada joined forces to launch Champions of Sinai, a new peer-to-peer streaming site designed to raise funds to support healthcare workers on the frontlines of the COVID-19 outbreak.

Obstacles



Donation Process

A standard donation form requires a donor to leave the livestream in order to donate.



Display Progress

Provide real-time updates to the campaign progress without the user needing to refresh their page.



Third-Party Fundraising

Incorporate additional donations and fundraising totals into a central location.





Solution

Luminate Online™



 **streamlabs**



twitch

 **YouTube**

Donation Form

Using the Luminate Online Donation API, Deloitte built a seamless donation experience to allow for a user to view the event while completing their gift.

Live Streaming Software

The Deloitte Fundraising Streamlabs application receives a JSON request to create a donation notification.

Broadcasting Service

The donation notification gets displayed in real-time to the event audience.

Event Highlights



80% of donors were new donors to the organization



25-34 years old was the most engaged segment



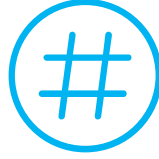
22.5K peak concurrent viewership; Top 10 live Twitch channel



2.6M total site views



200K+ views per hour



#championsofsinai was a top trending hashtag in Canada



100K+ total hours watched

Opportunity

From here, Deloitte expanded upon its livestreaming capabilities and created a one-of-kind Virtual Gala experience.



Virtual Galas

Shifting from a physical venue to an online event comes with challenges.

Using conventional TeamRaiser capabilities like participant types and team registration with WebRTC software can bring a personalized experience to your home.

The screenshot shows the 2020 Discovery Awards virtual gala interface. At the top, the logo for the 2020 Discovery Awards is displayed, along with navigation links for 'THE AUCTION', 'DOODLE BOOK', 'EVENT PROGRAM', 'LOG OUT', and a 'DONATE NOW' button. A purple banner below the navigation contains the text: 'WELCOME, TYLER! TABLES 58-65 ARE OPEN SEATING BUT FEEL FREE TO ENJOY THE SHOW FROM HERE!' and 'FOR TECHNICAL ASSISTANCE, PLEASE CALL 516-366-8961'. The main content area is split into two sections. On the left is a video feed of a man, Tyler, smiling. On the right is a 'VIRTUAL TABLES' grid consisting of 63 numbered pink circles arranged in a 7x9 grid. Below the video feed, there is a sponsor logo for 'MACERICH SANTA MONICA' and a thank you message: 'THANK YOU TO TONIGHT'S GENEROUS 2020 SUPPORTERS SCROLL DOWN PAGE TO SEE SUPPORT'. To the right of this message is a progress indicator showing 'TOTAL RAISED \$606,694' and 'GOAL \$650K'. At the bottom of the interface is a 'GLOBAL CHAT' section with the text 'TALK WITH OTHER ATTENDEES'. The interface is decorated with a yellow semi-circle on the left and a green semi-circle on the right.

Personalized Experience

```
[[?x[[S1:cons_id]]x::xx::  
  <!-- Markup for logged in users -->  
::  
  <!-- Markup for logged out users -->  
]]
```

```
[[?x[[E48:1234-[[S1:cons_id]]:part-type]]x::xVIPx::  
  <!-- Markup for VIP ticket holders -->  
::]]
```

```
[[?x[[E48:[[S334:fr_id]]-[[S1:cons_id]]:team-id]]x::xx::  
  [[S1:first_name]]! You are seated at tables 59-73 are open seating.  
::  
  [[S1:first_name]]! You are seated at table #<span id="table_number"></span>  
]]  
  
<script>  
  
  var seating = [  
    { table: 1, team: 1234 },  
    { table: 2, team: 5678 }  
  ]  
  var assignment = seating.filter(function(a){  
    return a.team == [[E48:[[S334:fr_id]]-[[S1:cons_id]]:team-id]]  
  });  
  $("#table_number").html(assignment[0].table);  
  
</script>
```


A dark grey background on the left side of the slide features a white topographic map with contour lines. The map is partially obscured by a diagonal white line that separates it from the white background on the right.

STRAVA

Many COVID restrictions prevented conventional walks, runs and rides.

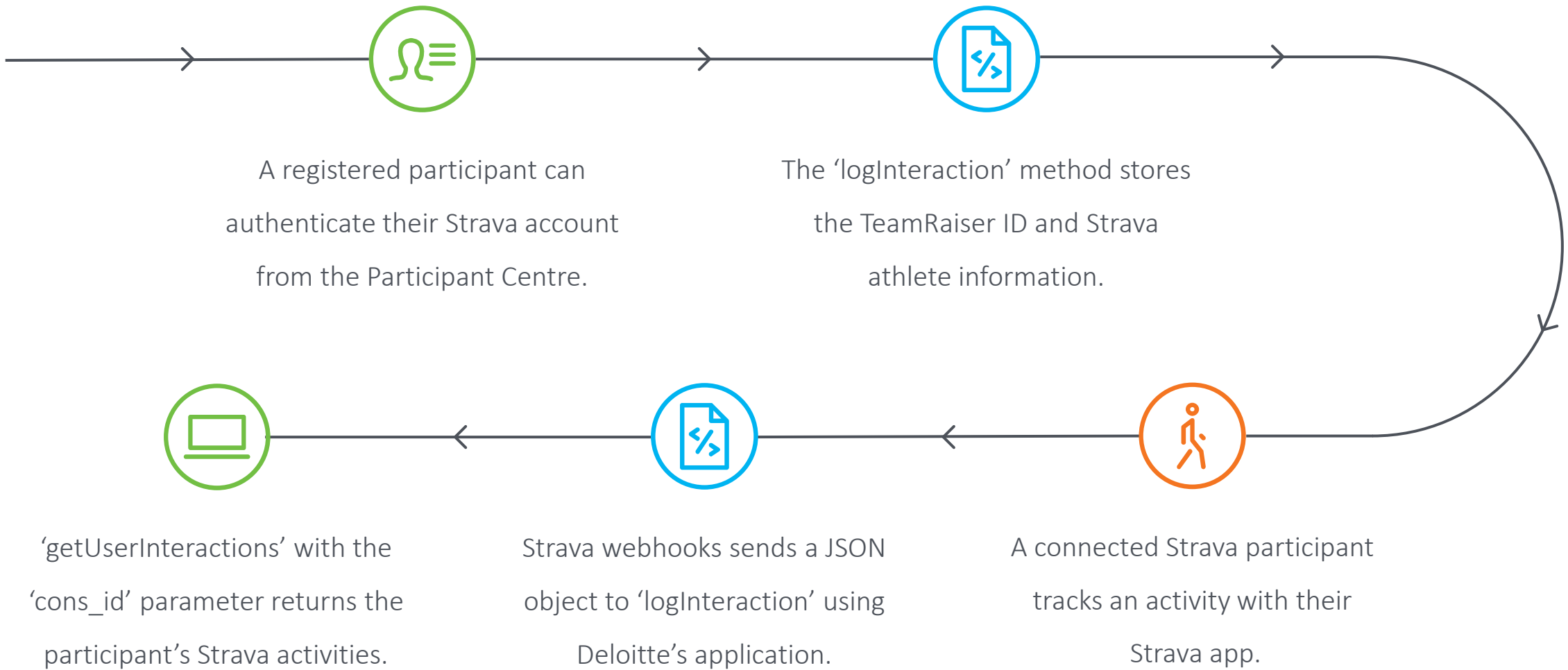
Clients needed a new way to keep participants interested, make their signature events more engaging and help tell a story.

Custom Interactions

Deloitte leveraged Strava's API to allow participants to track activities using Strava.

Luminate Online's Constituent API can be used to store third-party data and plays a vital part in continuing TeamRaiser innovation.







Benefits



Additional Data

Run reports to see what activities are being tracked and how those participants can be stewarded.



Storytelling

Incorporate mission goals and give users the opportunity to participate “together” through campaign goals and leaderboards.



Fitness Challenges

Incentivize participants and collaborate with corporate sponsors for further engagement.



#bbdevdays

Thank you!