

# FAQ

## **What other resources are available to help with EOY email?**

This blog post on the LO Community offers some great tips to help you maximize your inbox placement for your EOY emails: <https://community.blackbaud.com/blogs/4/7241>

## **What about segmenting to volunteers?**

You can definitely segment a message to your volunteers, but you'll want to make sure that you are still suppressing any volunteer that is disengaged (not opening/clicking emails) so it doesn't hurt your inbox placement.

## **Are the segments shown here built into Luminate Online?**

You will build these segments via a query in Luminate Online.

## **What is the logic in sending an email to a non-donor? For that matter, why would we have a non-donor in the database?**

You would have a non-donor in your database who would qualify as a potential prospect to convert to a donor. This is something your development team would consider. For example, perhaps you have a volunteer who hasn't donated yet, but you may want to pull them over into that donor segment. And even bigger points if you can keep that new donor donating yearly or convert them to become a monthly donor.

## **Luminate doesn't have our full donor history. Can you talk about pulling a query in your CRM (RE NXT) and importing the list?**

I would recommend to ask support for the best method to transfer these query/lists, however, this KB article discusses how to transfer queries from The Raiser's Edge to Luminate Online:

<https://kb.blackbaud.com/articles/Article/68943>

## **Regarding multiple emails in a day: If you go in and rebuild your groups manually after the first day's send, is it okay to set up the day's second send in advance? Or are you saying it's never a good idea to set up the first and second emails in advance?**

The issue is that as soon as you rebuild that group, anyone you wish to suppress from that point on runs the risk of still being included in that email. So it is best to not build these in advance for your EOY emails in order to make sure you are targeting non-donors.

## **Anything we can be doing to lower the risk of high unsubscribes?**

It is important to really make sure you are sending to your engaged audience and tailoring content to those segments so the information is relevant to the recipient.

**Why can't we use "Any Registered User" for our EOY emails? We want to make sure all of our contacts receive our final ask for a year-end donation.**

If you decide to open the flood gates and use the "Any Registered User" group for your EOY email your email deliverability will suffer by hurting your inbox placement. If your organization is forcing you to send to disengaged constituents, send to this segment on a separate day or at the end of the day so it doesn't impact your inbox placement for those engaged constituents who are more likely to contribute to your campaign.

**Do you recommend A/B testing during your EOY campaign?**

We do not recommend A/B testing. Instead, test in advance of the big email sending days to avoid hiccups and leverage your findings in December 31st mailings.

**How do we disable the rebuilding groups functionality for groups that are not in use?**

This KB article will help you with those steps: <https://kb.blackbaud.com/articles/Article/65549>

**How do we best avoid sending to people who have already donated during the campaign?**

Send your emails immediately rather than scheduling them. To help you ensure you have the most up-to-date audiences, this blog post can help you understand some best practices to ensure your groups are up-to-date: <https://community.blackbaud.com/blogs/4/5215>

**How are you going to ensure Blackbaud Luminate Online runs efficiently for year-end emails and giving?**

Our teams have been focused on ensuring Blackbaud Luminate Online continues to be a reliable platform for our customers. Engineers have completed extensive load testing to ensure the system is able to handle high email volume and page bandwidth. We continuously monitor and regulate email traffic to ensure a high percentage of deliverability for all emails sent through Luminate Online.