

WPLO Survey, WPLO Donate and Momentum P2P

MODERN FUNDRAISING INTEGRATIONS FOR LUMINATE ONLINE AND TEAMRAISER

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bbcon[®] 2019



HELLO!

I'm Bri MacBain

FOUNDER & LEAD DEVELOPER @ EDGE WEB APPS

I'm passionate about animal welfare, which is how I first started working with BlackBaud products! I started working a few years ago for the BC SPCA in Canada, who used both Luminate Online and Raiser's Edge products to handle their donations and record keeping.



WordPress Luminare Online (WPLO) Survey Plugin

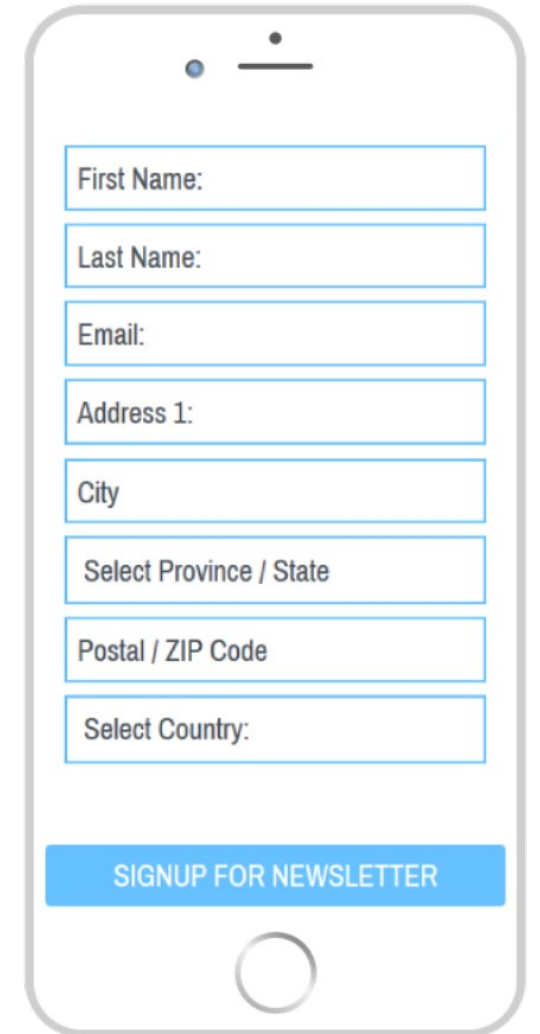
LUMINATE ONLINE SURVEYS IN WORDPRESS

The WordPress Luminate Online (WPLO) Survey Plugin

WPLO is a free plugin that brings Luminate Online surveys into WordPress without any coding!

Enter a LO survey ID into the plugin, and you can embed surveys anywhere on your website.

Get the plugin here for free: wordpress.org/plugins/wplo-survey/



First Name:

Last Name:

Email:

Address 1:

City

Select Province / State

Postal / ZIP Code

Select Country:

SIGNUP FOR NEWSLETTER

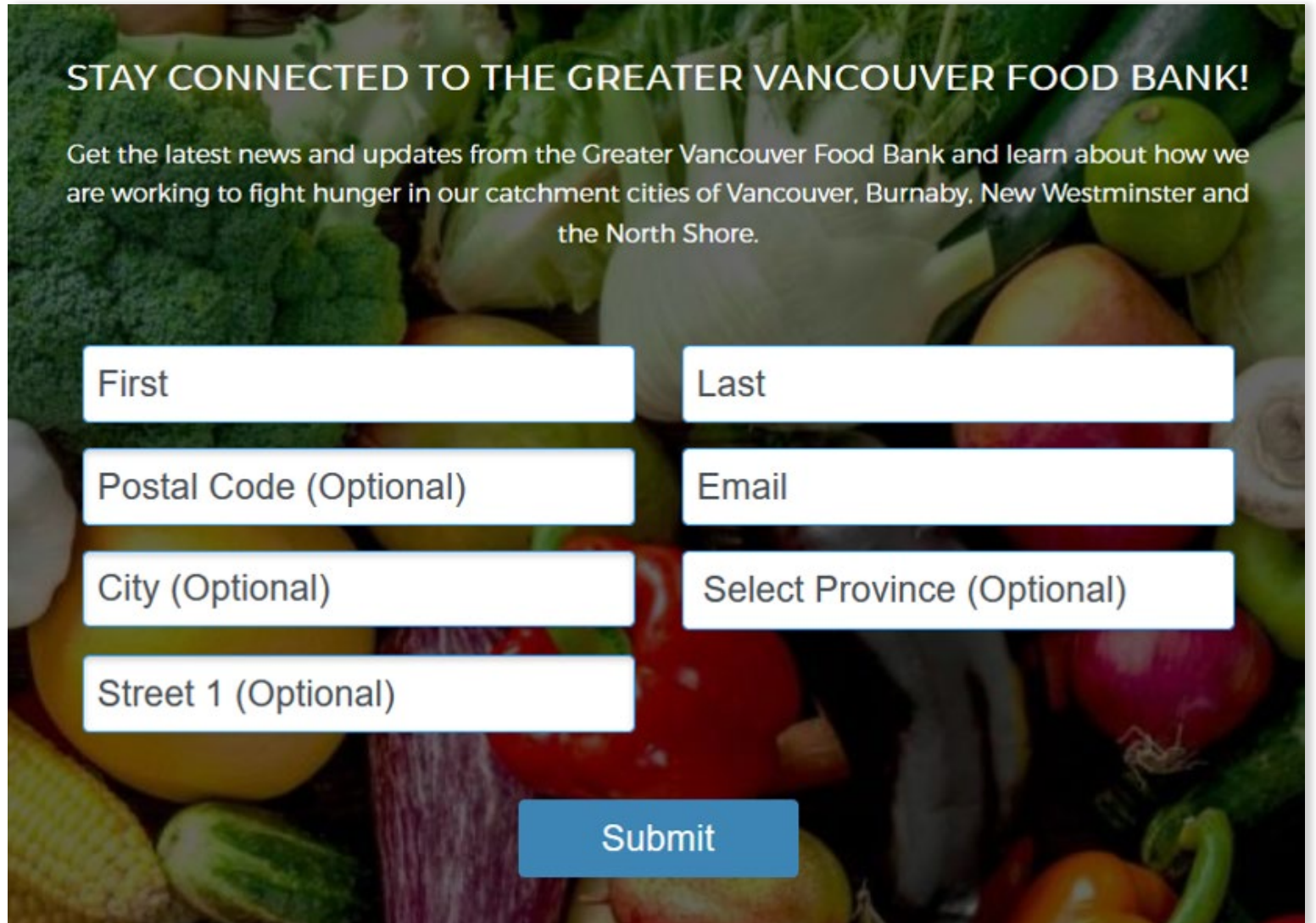
Plugin Main Features

- Automatic survey creation
- Embeds forms anywhere on your site
- Fully responsive across different platforms
- Font & other styling options built in
- Easier to understand error messages
- Google Analytics support built in
- Facebook analytics built in

What can I use this for?

Right now the plugin supports newsletter & survey signups on your WordPress Site

Vancouver Foodbank Newsletter signup using WPLO Survey

A newsletter signup form for the Greater Vancouver Food Bank. The background is a dark, close-up image of various fresh vegetables like broccoli, onions, and tomatoes. The form is centered and consists of several white input fields with blue borders, arranged in two columns. At the bottom center is a blue 'Submit' button. The text is in a clean, sans-serif font.

STAY CONNECTED TO THE GREATER VANCOUVER FOOD BANK!

Get the latest news and updates from the Greater Vancouver Food Bank and learn about how we are working to fight hunger in our catchment cities of Vancouver, Burnaby, New Westminster and the North Shore.

First	Last
Postal Code (Optional)	Email
City (Optional)	Select Province (Optional)
Street 1 (Optional)	

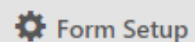
Submit

How does it work?

1. Setup your survey in Luminate Online (LO) as usual.
2. LO generates a survey ID in the url of your survey page, which you will enter into the plugin.
3. Make a survey in the plugin by clicking the “Add New” button.
4. Enter your survey ID from LO into the survey ID field in the plugin.
5. Select form fonts, colors and analytics options.
6. Once you’re finished selecting settings, click publish.
7. The plugin connects to Luminate Online and generates a line of code which can be copied and pasted directly into posts to embed your survey there. Alternately, you can add the line of code to your website files to embed surveys anywhere on your site.

Embed shortcode: [survey_insert_post ids=9649]

<?php echo do_shortcode('[survey_insert_post ids=964



Form Setup



Form Styling



Survey Success Content



Analytics

Form CSS Styling

Justify Inputs

Left

Justify options for inputs on form- useful if you have only a single input and want it to be evenly centered when embedding. Otherwise none is default function.

Single or Two Inputs per Line

Two

Make all inputs single line, instead of two per line. Default is two per line.

Primary Color

Used for input border.



Select Color

Input Border Width

1px

Input Border Radius

4px

Primary Color Hover/Active/Focus



Select Color

Button Border Radius

4px

Main Button Color



Select Color

Main Button Color Hover/Active/Focus



Select Color

Base Font Size

18

Set the base font size in pixels for your form- all elements will be based off this root value. Eg. 18

Paragraph Font

Arial, Serif

Demonstration:

BC SPCA Example Survey

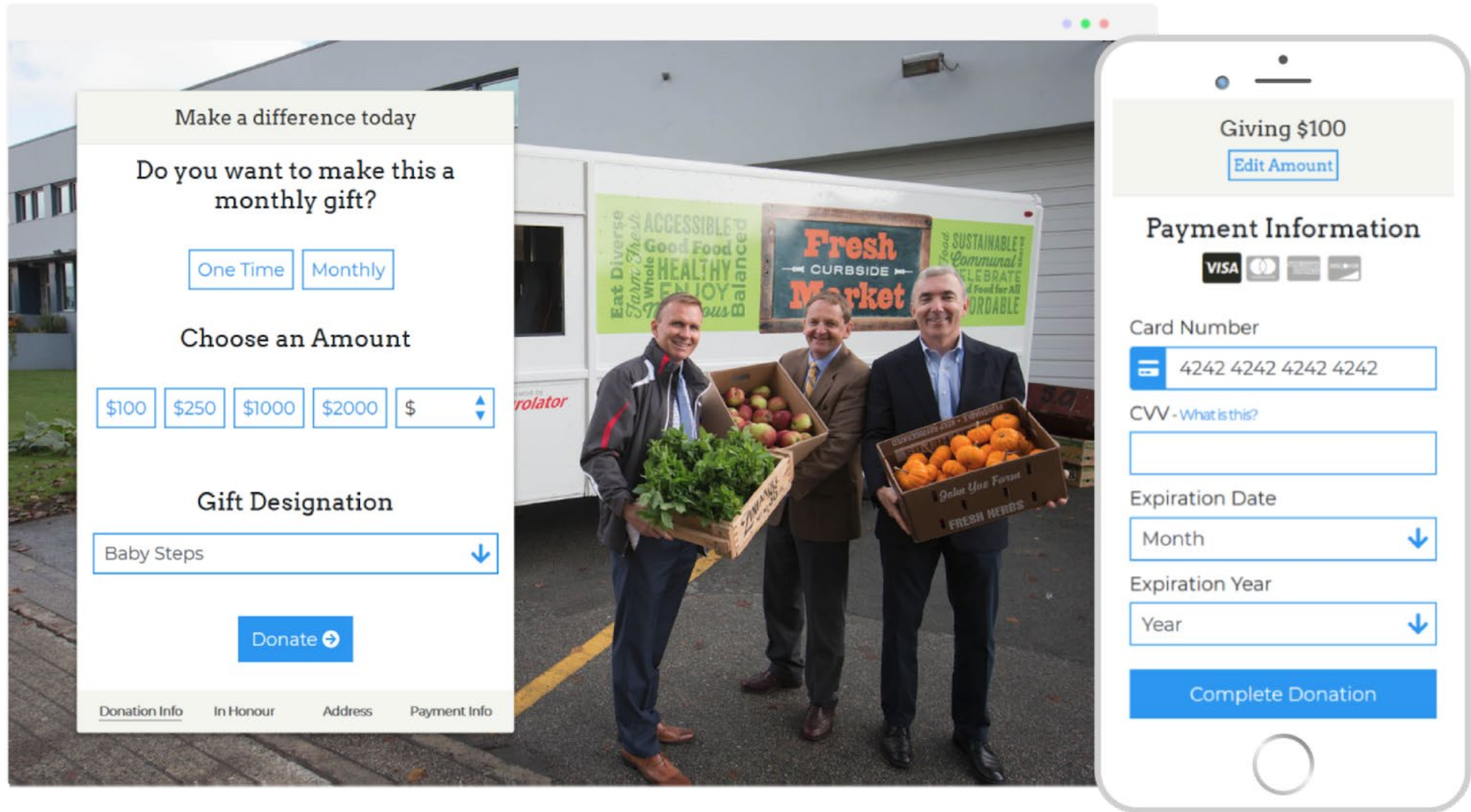
<https://spca.bc.ca/nohotpets-pledge/>



New WordPress Integration - WPLO Donate

ENHANCED LUMINATE ONLINE DONATIONS IN
WORDPRESS

New WordPress Integration - WPLO Donate




Make a difference today

Do you want to make this a monthly gift?

Choose an Amount

\$





Gift Designation



[Donation Info](#) [In Honour](#) [Address](#) [Payment Info](#)

Giving \$100

Payment Information

Card Number

CVV - [What is this?](#)

Expiration Date

Month

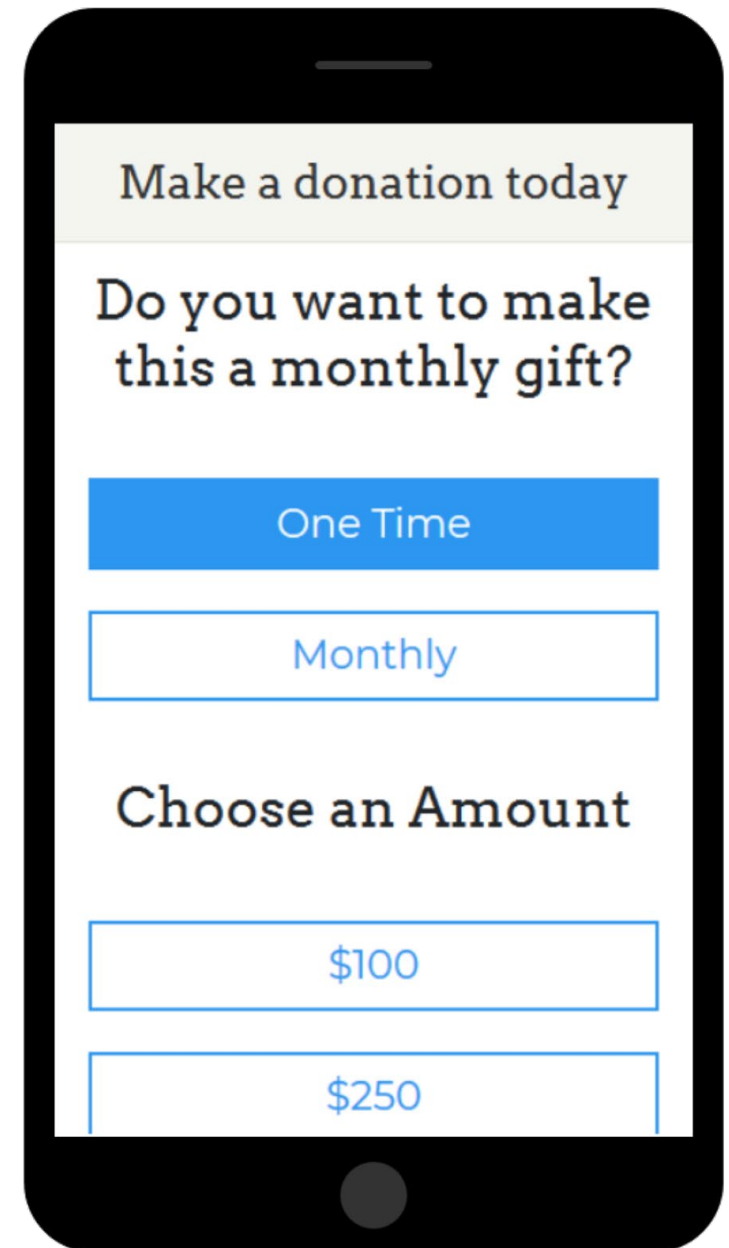
Expiration Year

Year

WPLO Donate

Create fully responsive LO donation forms on your WordPress site without needing to code HTML/CSS/JS.

- Embed donation forms anywhere
- Turn on/off donation form elements such as monthly donations, organization donations, gift designations, e-cards and more directly in WordPress.
- Built in bot detection blocks malicious donation attempts from bots without need for a captcha, with all banned bots listed in WPLO Donate interface- **No more card running!**
- Built in Google Analytics and Facebook Pixel Events
- Make changes to your donation form colours, fonts, and other styling settings



Make a donation today

Do you want to make this a monthly gift?

One Time

Monthly

Choose an Amount

\$100

\$250

How does it work?

Enter a Luminate Online donation form ID in WPLO Donate, and it connects to LO and sets up your LO donation form in WordPress.

Form Setup

Form Styling

Form Sections

Analytics

Donation Form Setup

Form ID

Get Levels

Testing Connection:

✓ Donor form connected!

When you first setup a form or update donation levels in Luminate Online you'll need to get the donation form id field, type it in above, click the button above, and then publish this page to connect this form to LO. [Click here to see where to find your form id field in LO.](#)

Then, follow these setup instructions:

1. Create a donation form in Luminate Online, add up to 12 set amount donation levels, and a single user selectable amount donation level.
2. Add "Flexible Designated Giving Donation Level" found under LO Design Donor Screens area.
3. Under "Flexible Designated Giving Donation Levels, make sure "Sustainer giving patterns" are all set to "2,3,4,5,6,7,8,9,10,11,12." [Click here for settings screenshot.](#) [Click here for more info at BlackBaud.](#)

Note: If you want to disable gift designations completely (ie if you use form id to map donations from LO to Raiser's Edge without any designees), set your LO donation form to use "Flexbile Sustainer Donation Level" instead of "Flexible Designated Giving Donation Level". Then, go to the tab "Form Sections" at the top of this page, scroll down to "Donations Section", and turn off gift designations completely.

Contact E-mail

This contact e-mail is provided to users if an error occurs and they need to contact your donations department.

DF Preview Mode


On Off


When in preview mode use credit card 4111111111111111 and CVV code 111, and any date later than the transaction date for the expiry month and year. Preview mode allows you to go through every step of the donation process for testing purposes, without making real transactions in LO. Preview mode will still send data to LO to test if the connection works, making this mode useful when testing connection/form setup issues.


Built-in Bot Protection

Bot detection system bans bots and credit card spoofers that are using your form to test CC numbers, escalating from a temporary ban to permanent depending on what WPLO Donate detects.

Case Study: After the BC SPCA had several thousand fake credit card transactions processed through their standard LO donation form, WPLO Donate was implemented and stopped all CC runs.

 Dashboard

 Posts

 WPLO Donate

WPLO Donate

Add New

Plugin Setup

Banned IP List

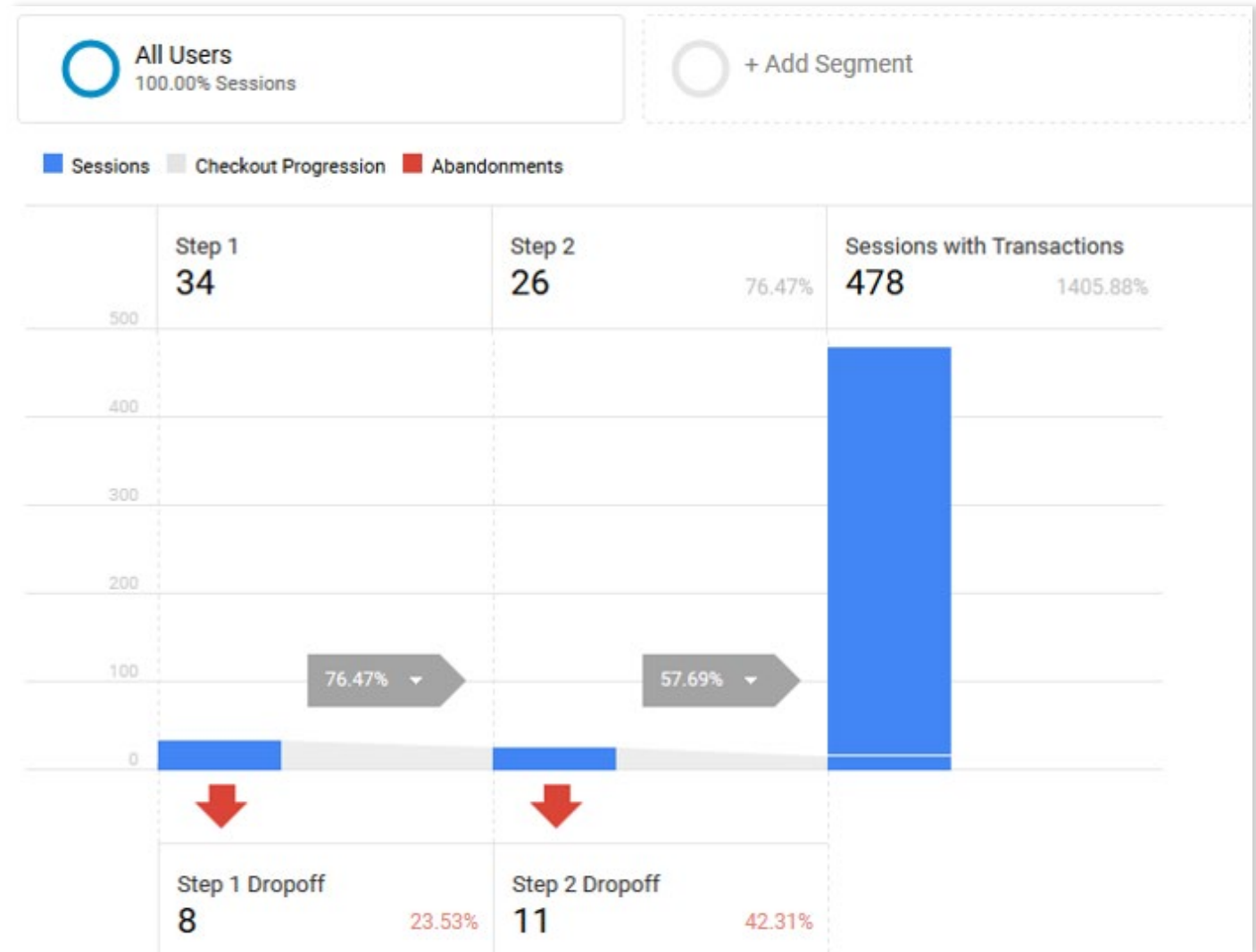
Permanently Banned IP Addresses

Users that repeatedly or critically fail a security check (ie does something that only a bot could do) are added to this banlist and restricted from accessing any WPLO donation form. Most users that fail a security check will only be temporarily banned via a different mechanism for 20-30 minutes- this list is only used in more serious cases.

| IP Address | Browser | Time | Remove Ban |
|------------|---------|------|------------|
|------------|---------|------|------------|

Google Analytics and Facebook Pixel

- GA and FB pixel support integrated into WPLO Donate
- Settings can be controlled in the WPLO Donate interface
- Adds support for enhanced ecommerce tracking, such as **checkout behavior** for your users- find out where your users are dropping off in the donation process and make adjustments to your form

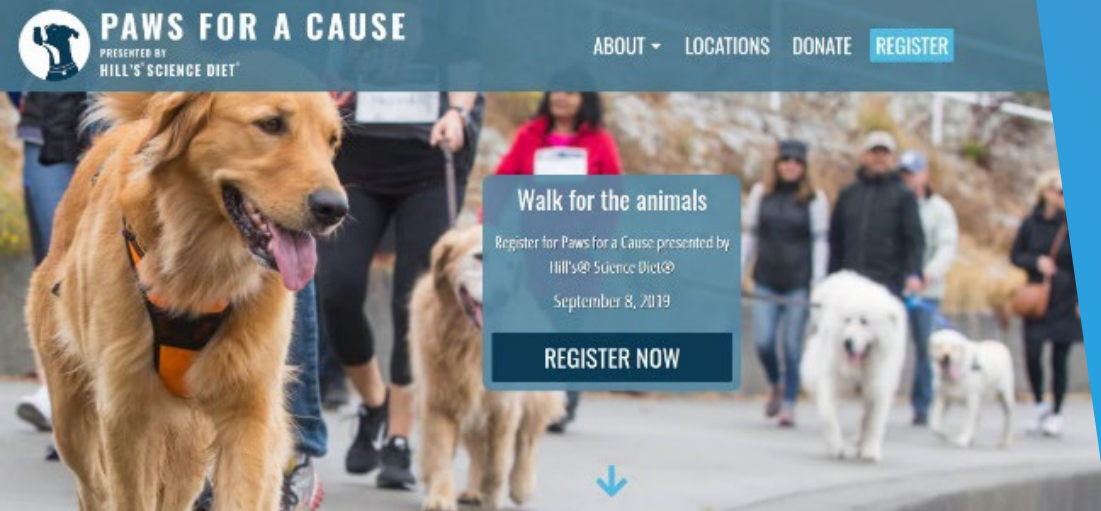


Demonstration:

BC SPCA Donation Form

<https://spca.bc.ca/donations/make-a-donation/>

What's the next step for fundraising technology?



September 8, 2019. Uniting animal lovers to change lives. The funds you raise will save lives. Let's show the power of animal lovers in B.C.

[LEARN MORE](#)

Let's do this together!



REGISTER FOR THE WALK

Get started by registering and setting up your fundraising page.



RAISE FUNDS

You can't do it alone! See our guide on how to become an Animal Hero.



FIND OUT MORE

Check out our FAQs here or visit your local walk page.

[REGISTER NOW](#)



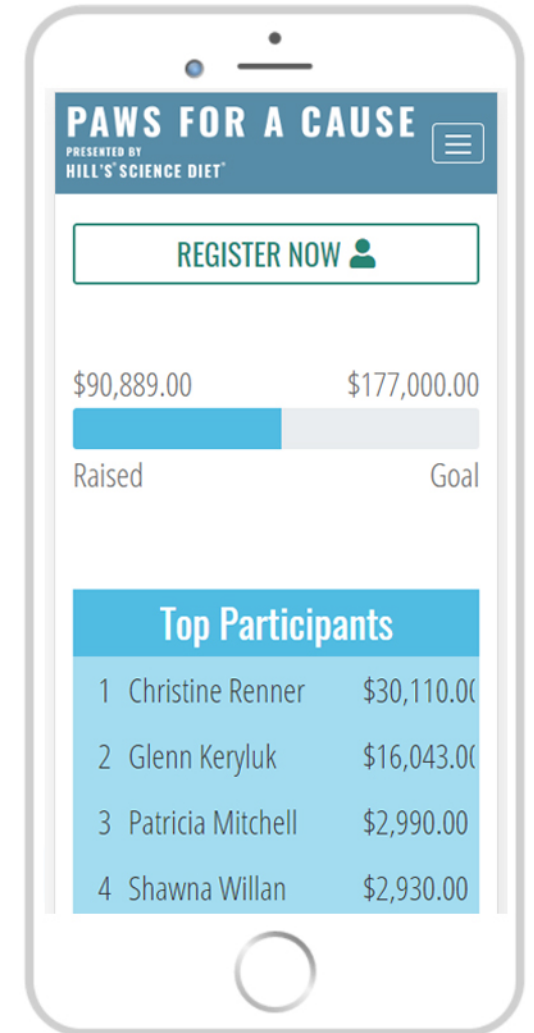
Momentum P2P

A NEW LO API BASED FUNDRAISING ENGINE FOR TEAMRAISERS

New LO Fundraising Engine – Momentum P2P

Momentum P2P is a php/javascript based fundraising engine that plugs into Luminate Online using Luminate API.

What does that mean? You setup a basic TeamRaiser campaign in Luminate Online, and Momentum will then connect to it and build a p2p fundraising site with enhanced features.



Modern Fundraiser Searching


Improved search functionality, including fundraiser image, description, and goals

IndividualTeam

First NameLast Name

Q

Search for a fundraiser, or [make a direct event gift here.](#)



[. Eagle Eagle Ridge Vet Hospital](#)


Welcome to my Paws Fundraising Page!

Dear friends, I've committed to fighting animal cruelty in ...

Team: [Vets Love Pets](#)

\$0 Raised

\$250




[Adriana Ruso](#)

Welcome to my Paws Fundraising Page!

Dear friends, I've committed to fighting animal cruelty in ...

\$25 Raised

\$200



[Cheryl Wilson](#)

Welcome to my Paws Fundraising Page!

Dear friends, I've committed to fighting animal cruelty in ...

\$100 Raised

\$200

New Participant Centre

Includes a high resolution image uploader with crop tools and image compression- no more blurry images!

[DASHBOARD](#)[UPDATE FUNDRAISING PAGE](#)[SEND EMAIL](#)[DONOR LIST](#)[USER INFO](#)

Your page link: <https://walk.spca.bc.ca/participant/1743675/2374/>

CLICK HERE TO CHANGE YOUR PAGE LINK


Update your fundraising page below. When finished, [view your updated page](#) and share with friends!

Banner Image

Images look best if at least 1200px width and 600px height. Facebook won't share your banner if it's too small/blurry an image.

CHOOSE AN IMAGE

SAVE IMAGE



Enhanced Participant Pages

High resolution banner and profile images on participant pages, and built in social sharing buttons that directly share the fundraising page to Facebook or twitter.



Welcome to my Paws Fundraising Page!

Held by Lacie Fieldington
Fundraising for Chilliwack

\$0 Raised \$250

[DONATE](#)

[Share](#)  

Fundraiser Donors

My Fundraiser

Facebook and Twitter Sharing Built In

Easy to share fundraisers on FB and Twitter, with fundraiser image, title and description populating automatically!




Improved Registration process

One page event
registrations, with
new features like
dynamic no-refresh
joining of teams!

Registration (Join Team)

Fundraiser Info

 Search for team
dogs

SEARCH FOR TEAM

| Team Name | Captain | Fundraising for |
|-----------------------|-------------------|----------------------|
| Welovedogs | Devon Sylva | Metro Vancouver Walk |
| Dogs of Delamont Park | Charlene Wells | Metro Vancouver Walk |
| Symphony Dogs | Colleen Youngblut | Victoria Walk |

Improved Leaderboards

Beautiful looking
leaderboards for
P2P events, either
from a single
teamraiser or
aggregated from
multiple teamraisers
if using blueprints

Paws for a Cause Leaderboard

| Top 5 Individuals | | Top 5 Teams | | | |
|-------------------|-------------------|-------------|---|--|------------|
| 1 | Christine Renner | \$30110.00 | 1 | Foxir Communications | \$40000.00 |
| 2 | Glenn Keryluk | \$16043.00 | 2 | Keryluk Laser Dental | \$17168.00 |
| 3 | Patricia Mitchell | \$2990.00 | 3 | Walks 'N' Wags Pet First Aid and Friends | \$5200.00 |
| 4 | Shawna Willan | \$2930.00 | 4 | Wurst Team | \$3905.00 |
| 5 | Alicia Yoshizawa | \$1950.00 | 5 | KZEL Attorneys-at-Paw | \$2315.00 |

Demonstration:

BC SPCA Paws for a Cause

<https://walk.sPCA.bc.ca>

Greater Vancouver Foodbank: Virtual Food Drive

<https://vfd.foodbank.bc.ca>

LEARN MORE

To learn more about what was included in this agenda, visit:

<https://edgewebapps.com>

LET'S CONNECT



[linkedin.com/in/bri-macbain-7b5333149/](https://www.linkedin.com/in/bri-macbain-7b5333149/)

INSPIRED?
WIRED?
FIRED UP?

Tell us in a session survey
on the mobile app, and
you'll be entered to win a
complimentary pass to
bbcon 2020 in Seattle, WA!

THANK YOU!

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