WPLO Survey, WPLO Donate and Momentum P2P

MODERN FUNDRAISING INTEGRATIONS FOR LUMINATE ONLINE AND TEAMRAISER

Bri MacBain, Edge Web Apps

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 Luminate Online (WPLO) Survey Plugin

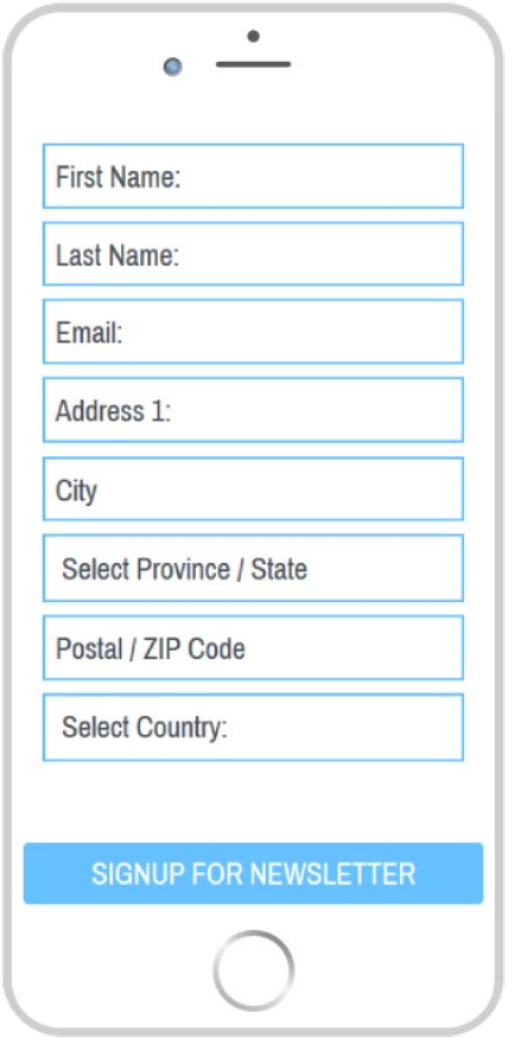
LUMINATE ONLINE SURVEYS IN WORDPRESS

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/



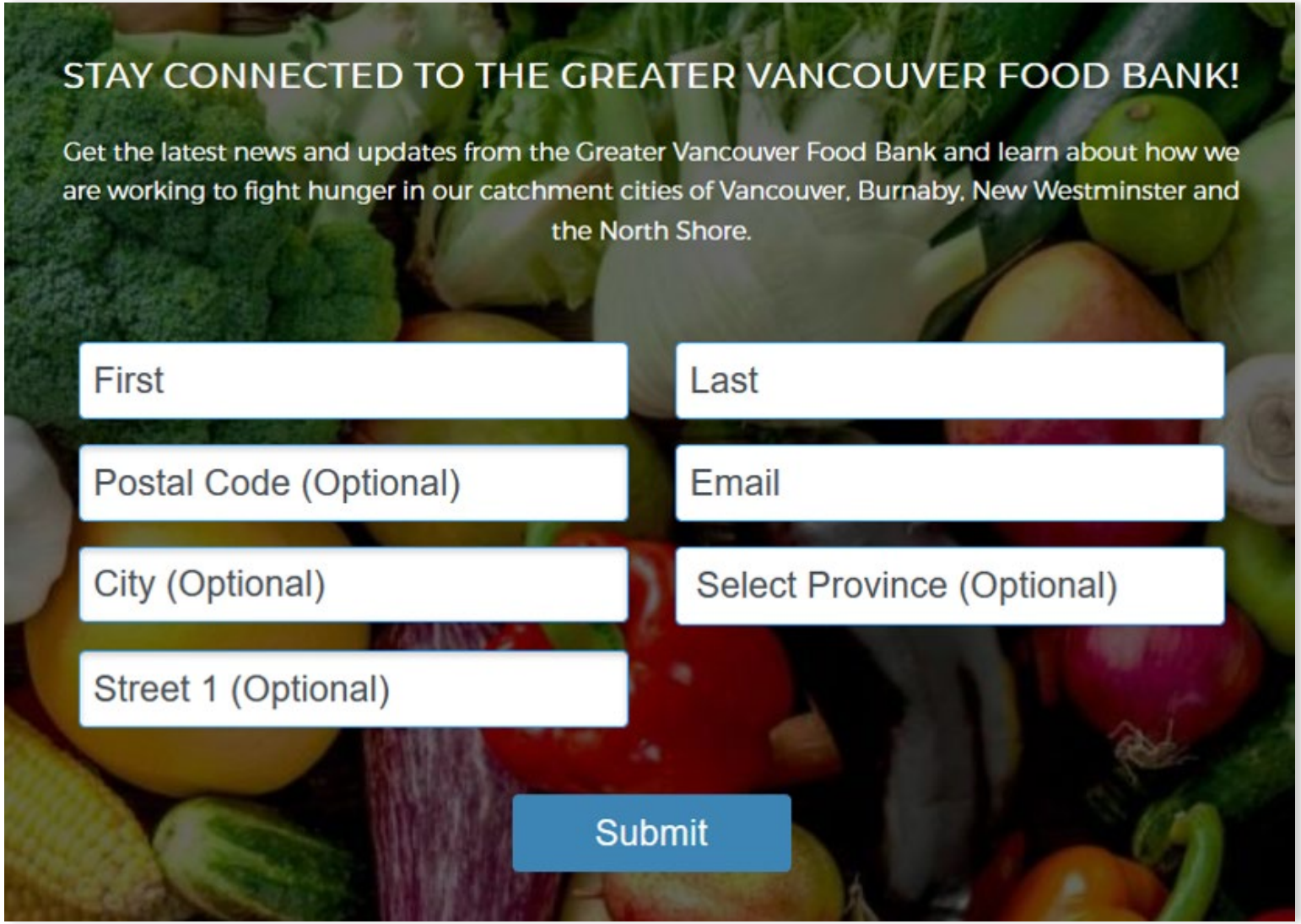
Plugin Main Features

- 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



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

Select Color

Used for input border.

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:

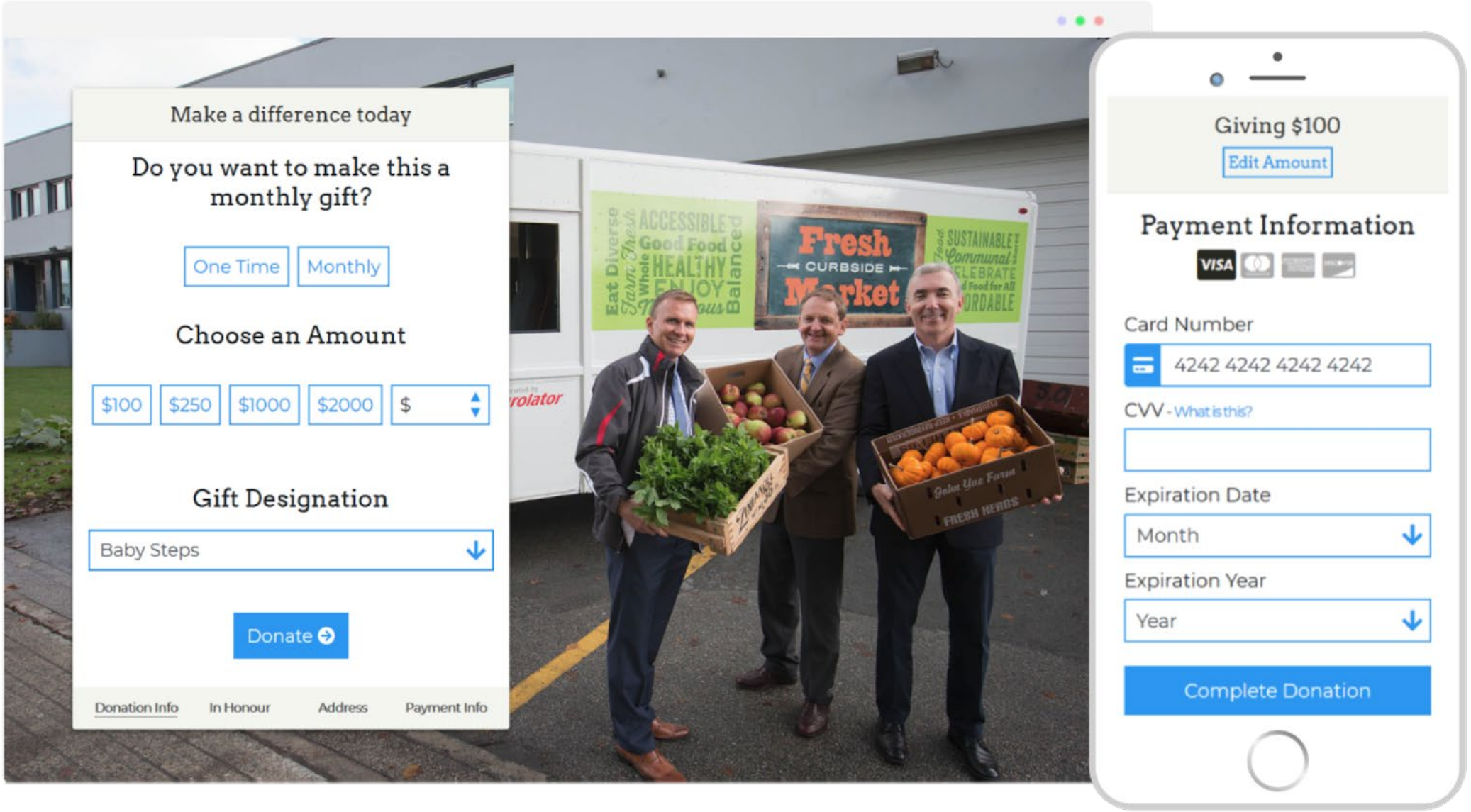
BC SPCA Example Survey

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

New WordPress Integration - WPLO Donate

ENHANCED LUMINATE ONLINE DONATIONS IN WORDPRESS

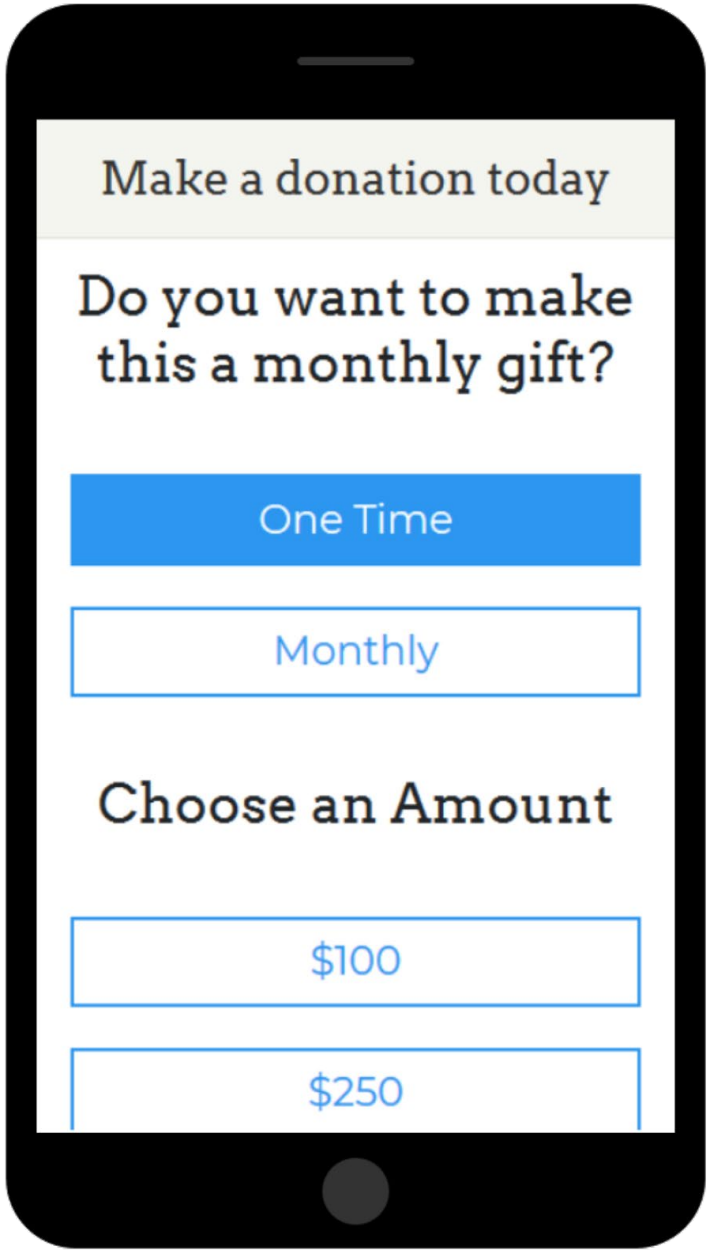
New WordPress Integration - WPLO Donate



WPLO Donate

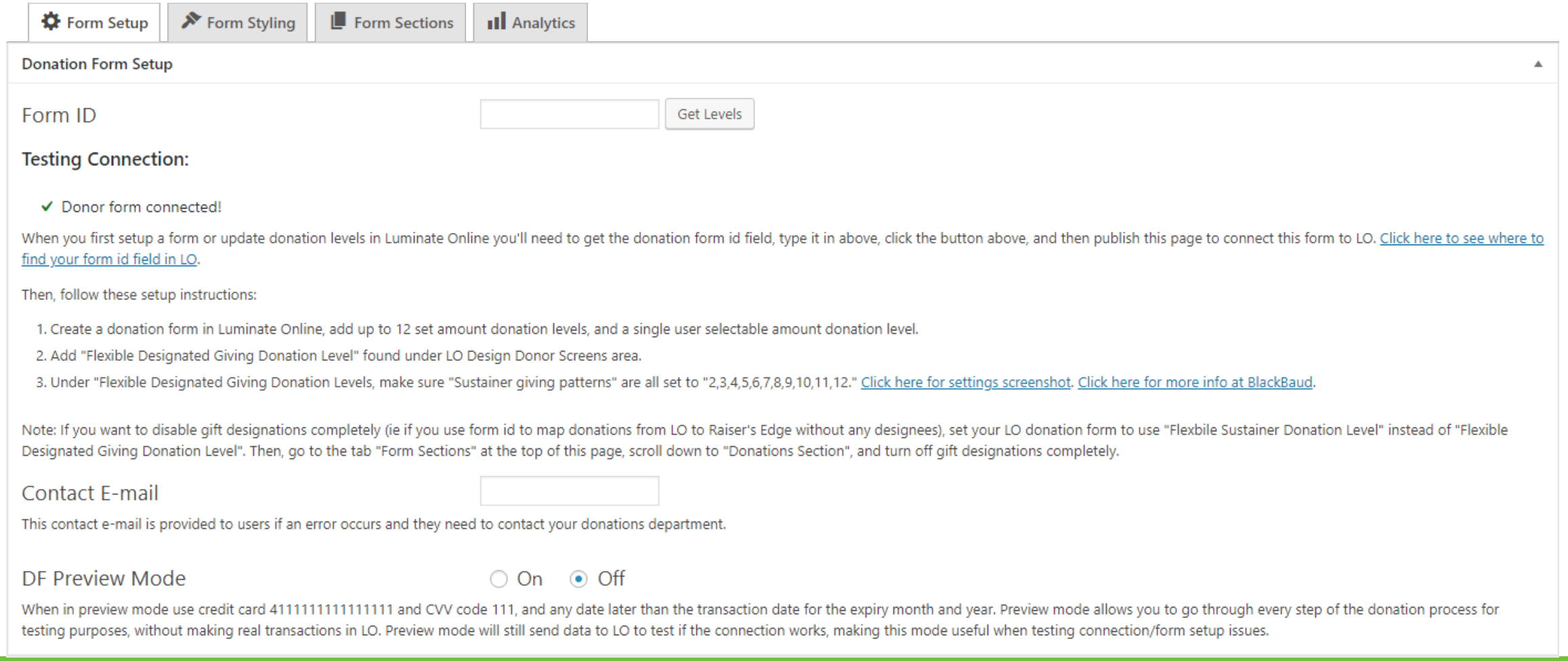
Create fully responsive LO donation forms on your WordPress site without needing to code HTML/CSS/JS.

- 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



How does it work?

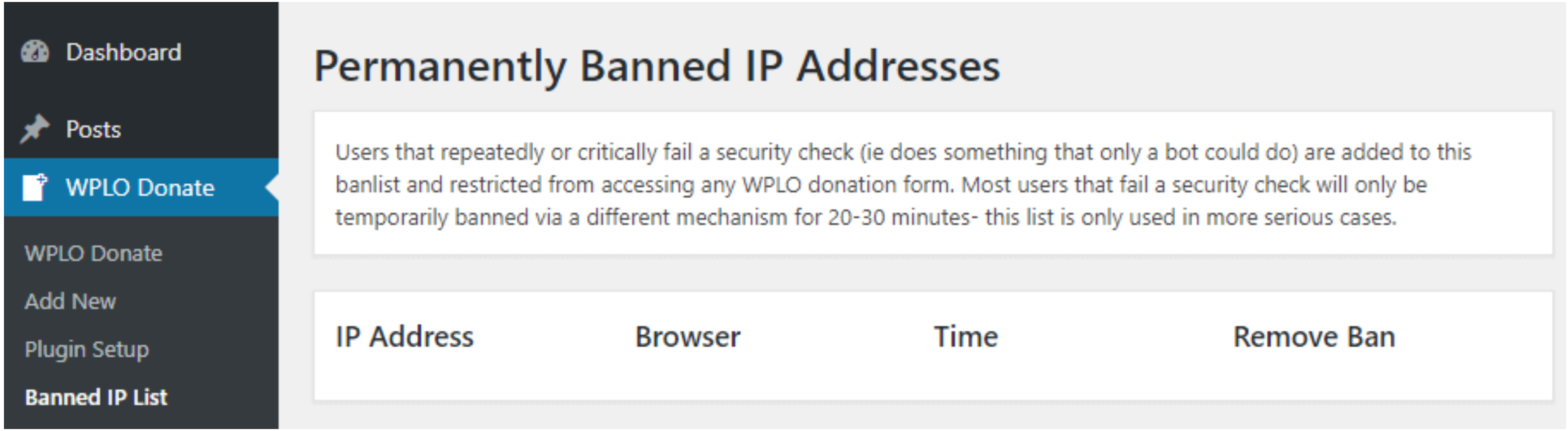
Enter a Luminate Online donation form ID in WPLO Donate, and it connects to LO and sets up your LO donation form in WordPress.



Built-in Bot Protection

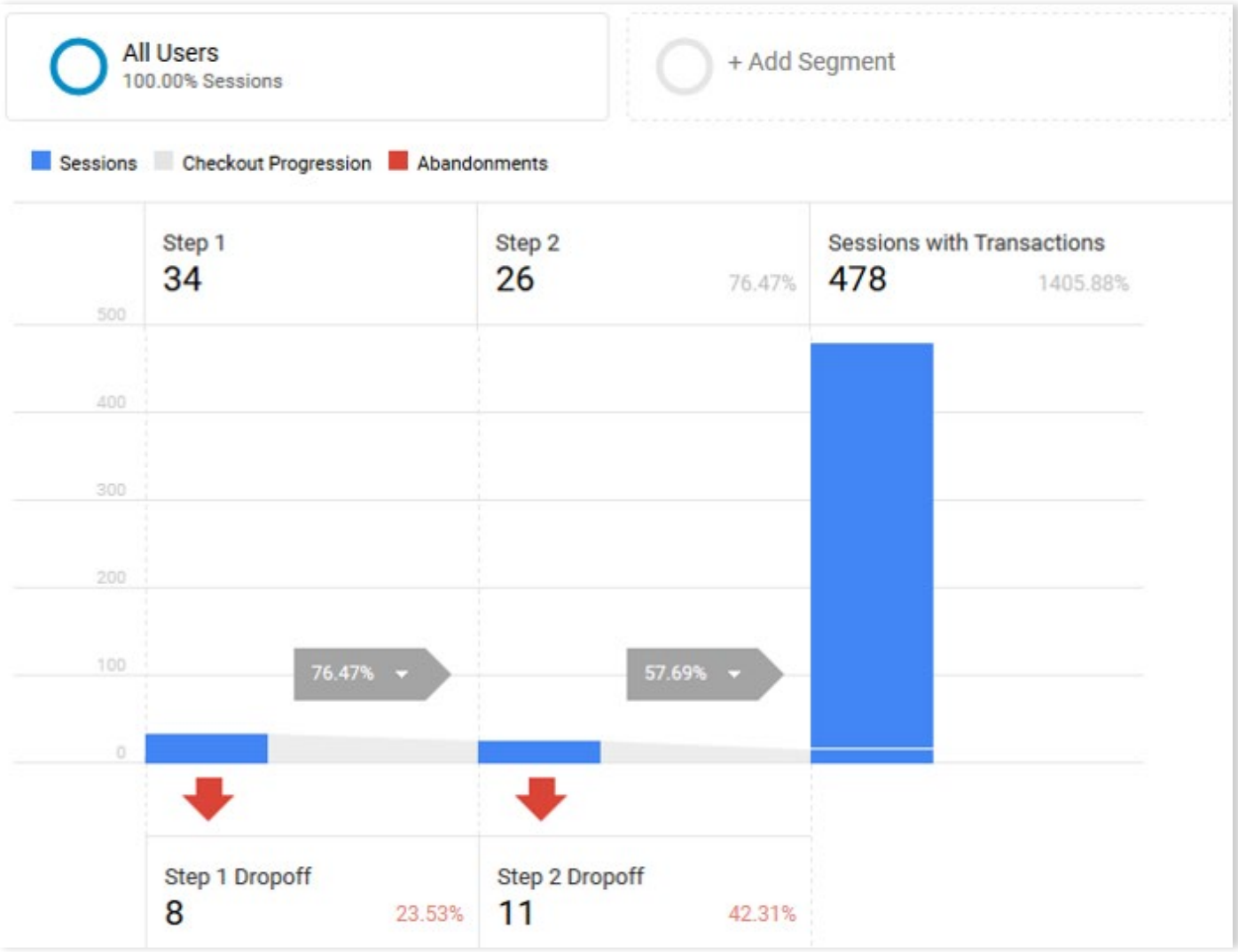
Bot detection system bans bots and credit card spoofers that are using your form to test CC numbers, escalating from a temporary ban to permanent depending on what WPLO Donate detects.

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.



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

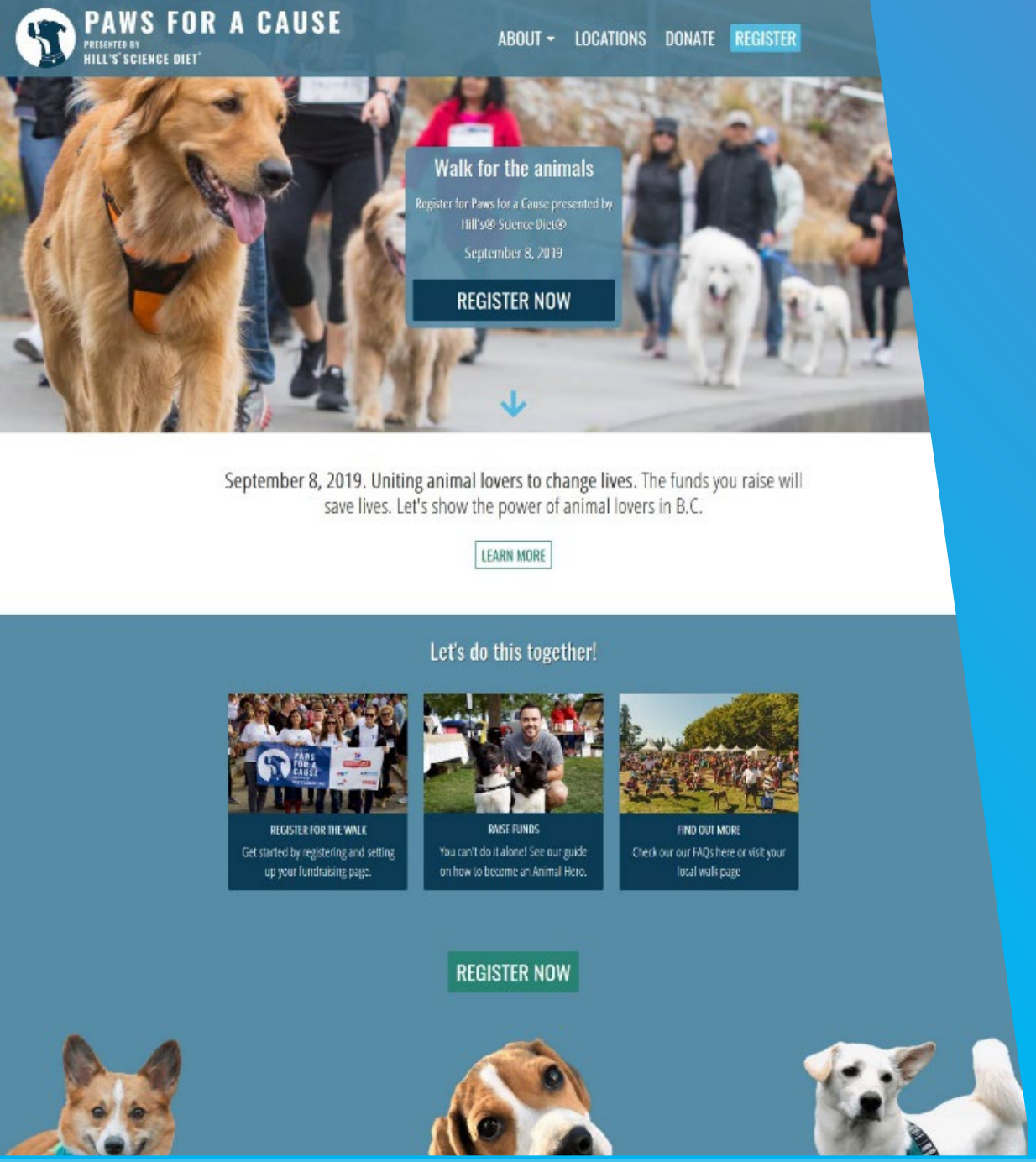


Demonstration:

BC SPCA Donation Form

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

What’s the next step for fundraising technology?



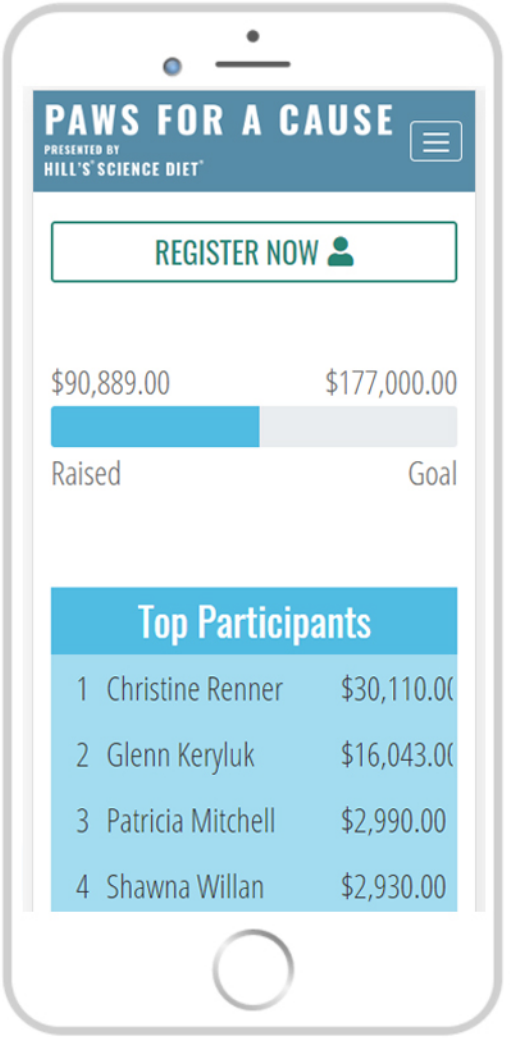
Momentum P2P

A NEW LO API BASED FUNDRAISING ENGINE FOR TEAMRAISERS

New LO Fundraising Engine – Momentum P2P

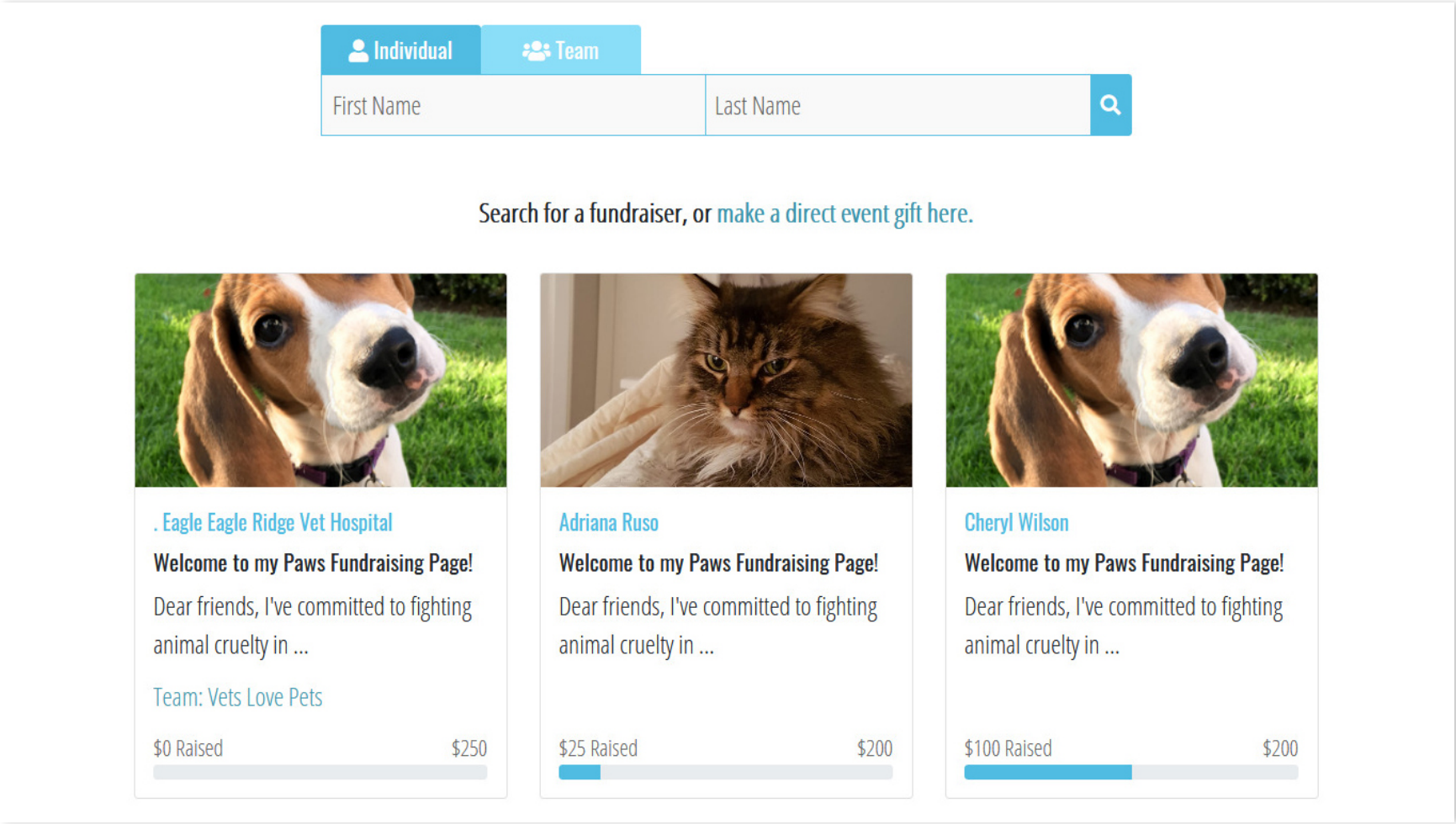
Momentum P2P is a php/javascript based fundraising engine that plugs into Luminate Online using Luminate API.

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.



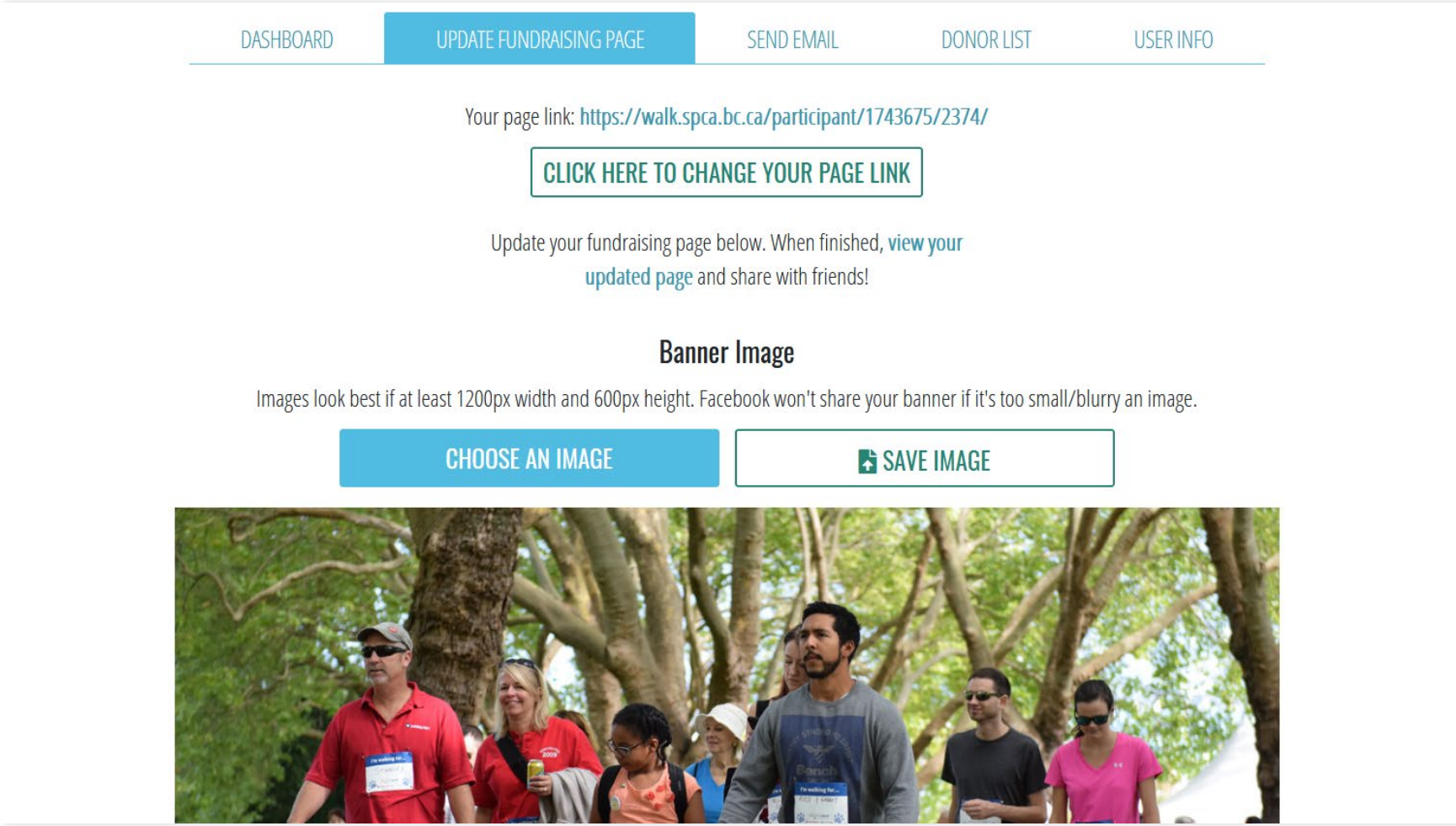
Modern Fundraiser Searching

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



New Participant Centre

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



Enhanced Participant Pages

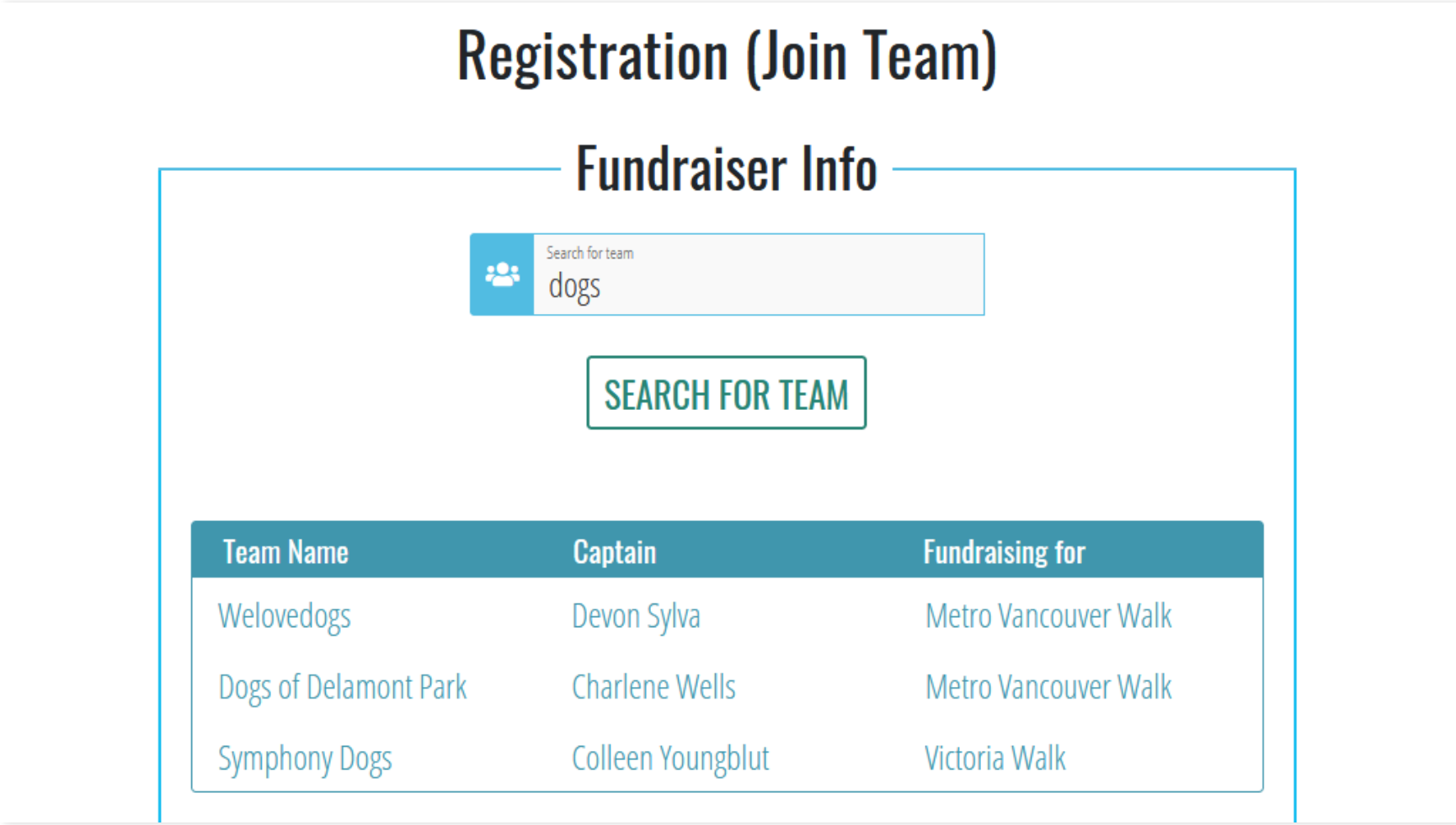
High resolution banner and profile images on participant pages, and built in social sharing buttons that directly share the fundraising page to Facebook or twitter.

Facebook and Twitter Sharing Built In

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

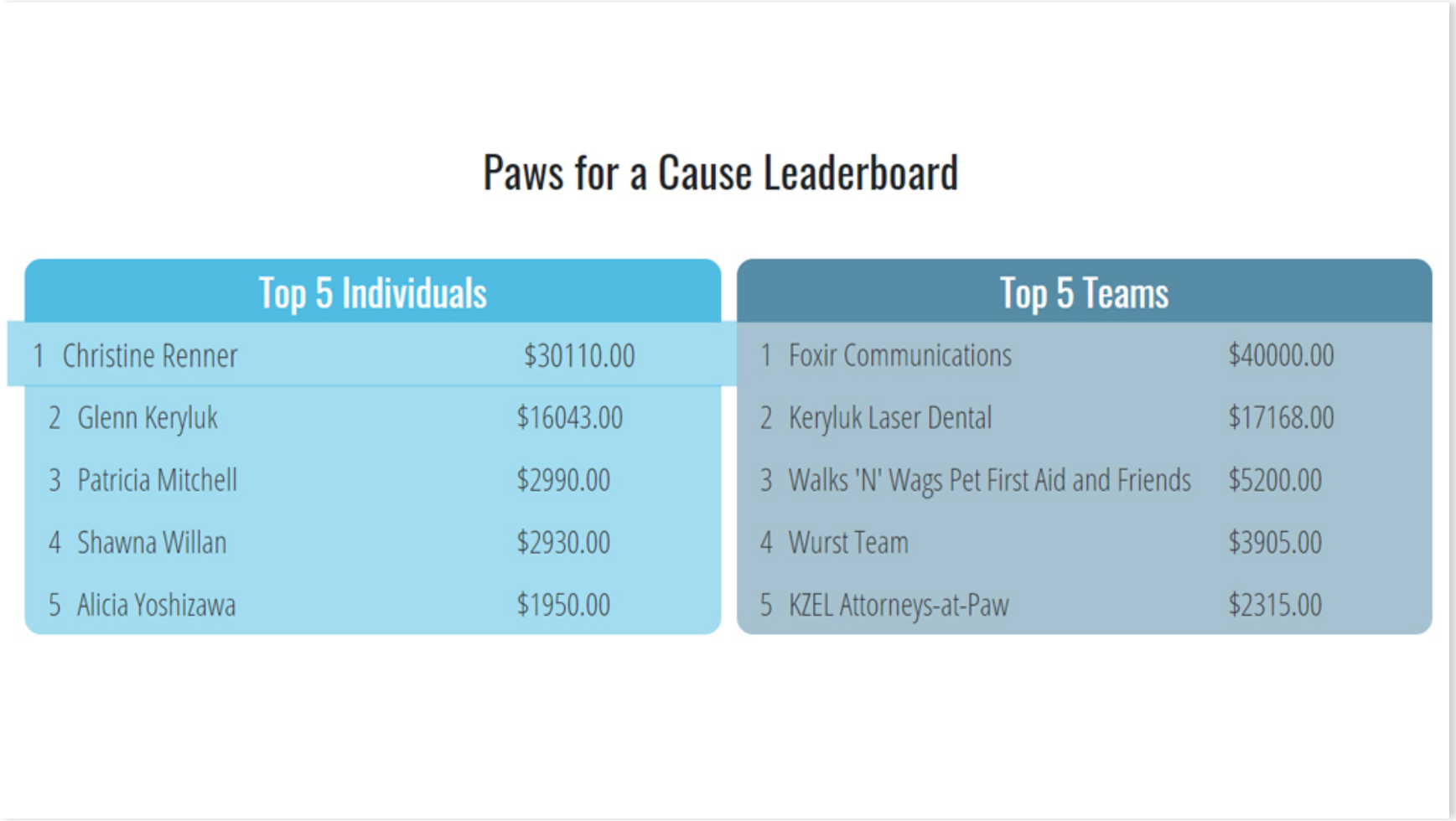
Improved Registration process

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



Improved Leaderboards

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



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/

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!

QUESTIONS?

THANK YOU!

bbcon® 2019