Personify
COMMUNITY

Next-Level Constituent Engagement

Amplify the Power of Blackbaud with Personify Community

blackbaud®

Personify Community is proud to partner with Blackbaud, the leading technology software provider for nonprofits, to deepen constituent relationships and ensure you have a complete picture of constituent engagement and the health of your community. Through our powerful APIs, Community integrates directly with Luminate CRM and Blackbaud TeamRaiser™, empowering users and data to move from one platform to another, ensuring a seamless experience. The result? Improved involvement, increased donations and better retention.

Personify Community and Luminate CRM

The Luminate CRM to Personify Community integration uses our robust Luminate Online API, allowing you to access member data from the community in Luminate CRM. Analyze and assess member activity and gain valuable insight into how they're supporting your organization. Our Luminate CRM integration includes:

Single Sign-On	Create users in Luminate CRM or Personify Community. When users sign into one system, they're signed into both, optimizing your constituents' experience.
Member Groups	As constituents engage and grow in the community they move to new groups and segments. Capture this progression in Luminate CRM to obtain visibility into their growth over time, identify opportunities for outreach and uncover potential candidates for moves management campaigns.
Member Profiles	Create users in Luminate CRM or Personify Community. When users sign into one system, they're signed into both, sharing critical details about their interest, preferences and other demographic details across both systems.
Interactions to Actions	Sync Actions from Community to hundreds of custom Interactions in Luminate CRM, making it easy to track, analyze and fully understand community engagement in Luminate CRM.

Personify

Personify Community and Blackbaud TeamRaiser

TeamRaiser, Blackbaud's premier peer-to-peer fundraising product, is now fully supported by the Personify Community platform. This powerful integration combines the fundraising strengths of TeamRaiser, with the online engagement capabilities of Community. Improve the experience for participants, with instant access to fundraising ideas and opportunities for interaction with and support from others who have a shared interest in your mission. This can help you increase the donations raised per event, per team and per fundraiser. Enhance loyalty and retention rates of event supporters while saving your staff precious time. Gain total visibility into the behavior of your event participants, allowing you to adjust and improve events for optimal results.

Our TeamRaiser integration includes:

Event and Participant Sync	New events and teams created in TeamRaiser appear within the community.
Integrated Sign-Up and Donation	Constituents can find teams, sign-up for them and accept donations from other members or the public from within the community.
Social Action Tracking	Social action tracking logs who shares, comments on or likes a TeamRaiser event or team, amplifying within the community and out to external social networks.
Easy Administration	Administrators have easy point & click as well as drag & drop styling options for events and teams within the community.

Connect with us to learn more about our available Personify Community integrations for Luminate, TeamRaiser and other solutions including BBCRM!

Learn More   **Request a Demo at personifycorp.com**   or   Call (877) 891-7681