



# Integrating with Personify Community

## Share the small details to see the big picture

When you're a nonprofit, your focus is your mission. Acquiring new constituents, optimizing existing programs, introducing new offers, driving engagement, inspiring volunteers and making an impact come first while the technology working behind the scenes takes a back seat.

It's an understandable and common problem, but an issue that can create real long-term risk for your organization. Different tools are installed at different times to support different groups and different activities and before you know it? A tangled web of applications, inefficient processes and silos of data obscure critical information about your constituents and how they're engaging.

Personify Community understands the importance of this visibility into your data. Our Community product comes standard with integrations to top Constituent Relationship Management (CRM), Constituent Engagement Management (CEM) tools and Donor Management Systems (DMS), ensuring key information from a member or donor's community interactions and activities are captured and shared across systems.

### OUR INTEGRATION PARTNERS

If you don't see the system you use below, just ask. We're always willing to consider new alliance partnerships based on client requests.

	Personify360	Blackbaud Luminate CRM	Salesforce	iMIS	iMIS ATS	Donor Drive
Single Sign-On	●	●		●	●	●
Bi-Directional Sync of Users	●	●	●	●	●	
Profile Data	●	●	●			
Groups & Segments	●	●	●		●	
Activity	●	●			●	
Events			Pull Only			

## Personify Community and Luminate CRM

Your existing customer relationship management (CRM) system, association management system (AMS) or donor management system (DMS) serves as the core of your nonprofit's constituent information. Your community should integrate seamlessly with these applications to ensure you achieve engagement and data goals.

### Here's what comes standard:

Single Sign-On	One-click access to your community and connected applications.
Bi-Directional Sync of Users	<p>Want to create a public community that can help expand your reach to prospective constituents? Not a problem. Welcome them to your community and then share the information with integrated systems for additional outreach.</p> <p>Do you have new constituents that want to connect with other supporters? Send their information from your system of record to the community to automatically create a new account.</p>
Profile Data	<p>Gain clarity by ensuring rich profile data is available across all systems:</p> <ul style="list-style-type: none"><li>• Push information from Community, including timely user-entered updates, to the integrated system.</li><li>• Automatically pull basic profile data from the system into the community to give members looking to get more involved a running start and a warm welcome.</li></ul>
Groups & Segments	<p>In addition to understanding how individuals behave, you can learn more about the groups and segments your Community users are a part of:</p> <ul style="list-style-type: none"><li>• Pull Community segmentation into your integrated system to better improve targeted marketing efforts, enhance reporting and build a more detailed picture of your constituents across multiple dimensions.</li><li>• Push group and segment information to your Community to automatically create high-impact groups based on interests, skills or committees that are already in your database.</li></ul>
Actions	Actions from your Community can be pushed to an integrated system.
Events	Events from your Community can be pushed to many of our integrated systems.

## Personify Community

Our cloud-based social collaboration platform, Personify Community, creates rich digital spaces for nonprofits and associations. We provide extensive collaboration, communication and sharing capabilities, along with in-house community experts, to help you grow your constituency and ensure it thrives.



Learn more about Personify Community

[personifycorp.com](https://personifycorp.com)



Want to see it in action?

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