

## OVERVIEW

Convio Luminat™ is an innovative, new, cloud-based constituent engagement solution for enterprise nonprofits. Luminat combines the industry's most successful online fundraising suite with the world's most powerful CRM platform and leading analytics technologies and expertise to meet the complex needs of large, enterprise nonprofits. Luminat offers an open, extensible solution that allows nonprofit professionals to fully analyze the relationships they have with donors, volunteers, advocates and other constituents to design tailored, integrated, multi-channel campaigns and interactions that are most beneficial to both the organization and the individual.

## LUMINATE™ CORE SUITES

**Luminat Online:** Leverages the next generation of Convio's industry-leading online marketing, fundraising and advocacy suite to provide applications to engage constituents through integrated campaigns that bridge traditional direct channels with the new world of digital, social and mobile.

- **Email Marketing:** Provides nonprofits fully integrated tools to drive membership, increase donations, raise awareness or improve volunteer participation.
- **Fundraising:** Delivers the online capabilities organizations need to raise money online and increase membership revenue.
- **Online Advocacy:** Use the Internet to mobilize people quickly around the issues most important to an organization.
- **Events:** TeamRaiser™ is a complete online event fundraising software solution for tapping into the personal networks of an organization's strongest supporters and mobilizing volunteers.

**Luminat™ CRM:** Leverages the world's leading CRM platform, the Force.com from Salesforce.com, to provide a new, powerful and extensible CRM suite that allows a nonprofit to consolidate information and business processes into one system, ultimately helping save time and money.

- **Campaign Management:** Plan and execute one-time or ongoing campaigns that include multiple online and offline channels.
- **Constituent Relations:** Access all constituent data from one place to more effectively cultivate those relationships.
- **Business Intelligence and Analytics:** Apply knowledge about constituent interests and behaviors to any activity (fundraising, advocacy, event participation, etc).

**Luminat™ Services:** Convio provides a passionate and experienced team to partner with a nonprofit's professional staff to plan, execute and evaluate strategies for acquiring, engaging and retaining constituents across the organization.

## TARGET MARKET

Luminat is designed for enterprise-level nonprofits (>\$10M in public contributions)

## AVAILABILITY

Luminat will be available in August 2011

## WEBSITE

<http://www.convio.com/our-products/luminat>

## PRESS CONTACT

Tad Druart, Director, Corporate Communications & Marketing  
512-652-7826 | [tdruart@convio.com](mailto:tdruart@convio.com)