Stand Out in a Sea of Emails

At a time when your supporters’ inboxes are overflowing, emails need to be relevant to spark instant action. The good news is, valuable data that provides insight about your constituents already lives within your Raiser’s Edge/Raiser’s Edge NXT (RE/RE NXT) database and Luminate Online. When data doesn’t flow smoothly between the two systems though, or restrictive workflows get in your way, you’re left with data blind spots. These knowledge gaps are preventing your nonprofit from developing (and sending) relevant, tailored messages that stand out. Gone are the days of ‘batch and blast’ emails. It’s time to use your supporter data intelligently.

Introducing the Luminate Online and Raiser’s Edge/Raiser’s Edge NXT Integration

Designed to share data between your RE/RE NXT database and Luminate Online, our integration provides your organization with a panoramic view of constituents while keeping your supporter data organized.

56% of North American Donors say they are most likely to give repeatedly to an organization if they receive regular communication.¹

72% of donors say poor content – whether too vague, irrelevant, dull, or inconvenient – affects whether or not they donate to a non-profit.²
data fresh, clean, and complete. You can now create targeted segments, and cater to how, what, and when your constituents receive email communications.

Our integration tool automates data flow between the two systems while giving you the opportunity to be as hands-on or as hands-off as you like.

- Sync the data you choose between Luminate Online and RE/RE NXT
- Gain a full picture of each of your constituents and their email engagement in one place
- Assign additional default fields during import process
- Build stronger relationships with your supporters through targeted segments and timely communications
- Ensure high-quality data by identifying duplicates, merging records, and preventing mistakes

1 Source: 2018 Global Trends in Giving Report
2 Source: Donor Loyalty Study from Abila