

YWCA WEB SOLUTION FAQ

How did we decide on Blackbaud?

We went through an extensive review process that began with a survey of local associations to determine our diverse and shared needs. We spoke with and vetted several vendors and Blackbaud presented a solution that is the best fit for our network in both functionality and value.

What is Blackbaud's approach?

Blackbaud will provide us with a two-pronged web solution that includes Luminate Online, a Blackbaud product, and a WordPress template. Luminate Online is where your constituent data will be stored (e.g. constituents who sign up for more information on your website, who donate to you through your website, etc.) as well as where tools like e-marketing and peer-to-peer fundraising will be managed. The WordPress template is where you will manage all website content such as the home page and interior pages. WordPress is one of the most popular content management systems (CMS) on the market and is known for its user friendliness. These two systems will work together to provide a comprehensive set of tools.

I am using Sphere now, and it feels outdated. How will this be different?

As technology continuously drive product innovation, Blackbaud is investing in next-generation solutions and have identified Luminate Online as the replacement for Sphere.

Luminate Online is a digital fundraising and communications platform in addition to a basic constituent management application. It will bring an advanced array of capabilities compared to the old Sphere system. Likewise, Wordpress is the most-used CMS in the world. We are confident these are the right products that will allow local associations of all sizes to have a world class digital footprint and allows you to tell your story and impact to your communities.

What happens next?

All associations currently on Sphere will have the opportunity to migrate to Luminate Online with YWCA USA starting in early 2018. Associations who are using a different platform and would like to switch over are welcome to join as well. Local associations are not required to use this platform, but for those currently on Sphere, the Blackbaud team will be reaching out to you beginning in October 2017 for your migration decisions. Our goal is to have finalized migration decisions by the end of December 2017 so we can complete the implementation plan.

We will be in touch in the early winter with a full timeline. In the coming weeks, we will ask you to complete a form to indicate whether you plan to sign up for the new platform as well as a series of questions to determine your needs during migration. Local associations will receive their new templates and begin migration in **March 2018**.

For associations moving to the new platform, two vendor options will be available to assist with the Luminate Online implementation.

- Blackbaud will put together “cohort groups”. A cohort group will consist of several associations paired together to go through the migration process together. A Blackbaud trainer will bring you up to speed about how to use the different systems. We will have more informational materials in the coming weeks to show you what services are included.
- Working with Zuri Group is another option, they have been a partner of YWCA for many years and is very familiar with our model as well as the Online and WordPress solutions. You can choose to make the Zuri Group your implementation partner who will take you from start to finish. We will have more informational materials to share in the coming weeks.

If, however your association has the internal resources or a preferred vendor to take you through the implementation, that is also an option. You are not required to use the vendors we have selected. We will have more information on both these options in the coming weeks to help you make the best decision for your association.

Associations compliant with their support fee payment will be eligible to receive \$1,000 to help defray implementation costs to the new Luminate Online platform.

What is the annual subscription cost for Luminate Online?

The annual subscription cost will be based on your annual budget size. Associations with a budget under \$1 million dollars will pay \$550 per year. Associations that have a budget of \$1 to \$3 million dollars will pay \$1,300 per year. Associations with a budget of over \$3 million dollars will pay \$3,300 per year. These annual rates represent a significant savings for the software. The cost for a small association to pay directly for these products would come to over \$20,000 per year.

We look forward to beginning this process and hope you are as excited as we are to implement a modern, user-friendly web platform for our network! Look for future updates in the Weekly Wrap-Up and contact webmaster@ywca.org with any questions.

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