

Trout Unlimited Creates Seamless User Experience Using Blackbaud



Today, Trout Unlimited is a national organization with more than 150,000 volunteers organized into about 400 chapters from Maine to Montana to Alaska. This dedicated grassroots army is matched by a respected staff of lawyers, policy experts, and scientists, who work out of more than 30 offices nationwide. These conservation professionals ensure that Trout Unlimited is at the forefront of fisheries restoration work at the local, state, and national levels.

CHALLENGE	SOLUTION	RESULTS
<ul style="list-style-type: none"> As a member-based organization, Trout Unlimited had established sites with information specific to its members, volunteers, and leaders. The various Trout Unlimited sites were written in two different programming languages and required individuals with multiple site access to login to each site. The organization had to manage the rights of these individuals to ensure that only those authorized could have access to specific information. 	<ul style="list-style-type: none"> Trout Unlimited solicited the help of Blackbaud and an outside database consultant to enable its members and leaders to sign on and have access to all appropriate areas of the site based on their membership status. Sphere® eMarketing Advanced™ has enabled the organization to pass along information from Sphere to the leaders-only site which is written in Ruby on Rails. 	<ul style="list-style-type: none"> The organization's single sign-on capabilities serve approximately 3,500 volunteer leaders. The single sign-on tool processes anywhere from 75-150 access hits daily. Information associated with a particular login is communicated through secure encryption to the leaders-only site.

"The integration between Sphere and our Ruby on Rails website has created a seamless user experience. Members and leaders don't recognize when they have left one site and gone to the next."

— Amanda Thacker-Heidtke,
Director of Online Operations,
Trout Unlimited

