Since its founding in 1967, Crohn’s & Colitis Foundation of American (CCFA) has been dedicated to finding cures for Crohn’s disease and ulcerative colitis. In addition to funding research, CCFA is committed to improving the quality of life for patients and their families living with these diseases. Education and programs supporting that goal take place at 40 CCFA chapters throughout the country. The organization serves more than 300,000 patients each year and has been commended for uniting the medical community and strengthening research for its cause by the National Institutes of Health.

Luminate Online Lights the Way for a Long-Term Partnership

CCFA started using Luminate Online in 2007 to raise more money for Crohn’s and colitis research and to help build a community around its cause. The Foundation was one of the earliest adopters of the digital marketing platform, and quickly put it to work on two community-oriented goals. First, CCFA would increase awareness about Chron’s and colitis, who the diseases impact, and how quality of life for patients can be improved. CCFA’s second goal was to engage more supporters by giving them a bridge to connect to the mission—a tool that would welcome patients and families, link them with a support network, and provide the resources they need.

“What makes Blackbaud such a strong partner is the above-and-beyond support. Their team has continued to show up for us in a way that says, ‘We care about CCFA. We care about the patients, families, and the mission. We’re in it together 100%.’”

—Marie Granieri, Chief of Staff

Crohn’s and Colitis Foundation of America is powered by:

› Luminate Online™
› TeamRaiser
› Blackbaud CRM
› Blackbaud Payment Services
› Blackbaud Analytics

Access free tools to amplify your digital fundraising and online marketing
Fundraising Thrives with a Powerful Toolkit

CCFA Chief of Staff Marie Granieri and her team began using Luminate Online to simplify peer-to-peer fundraising and event management. They mobilized supporters to campaign on the Foundation’s behalf through the powerful digital platform. With integrated CRM tools, CCFA gained valuable insight on constituents—and great perspective for future outreach at the same time. On-the-go, smart cloud technology even supported CCFA’s advocacy efforts on Capitol Hill.

And it all continues. Today, CCFA has raised $200 million to fuel Chron’s disease and colitis research. Over a quarter of these funds have come through Luminate Online, and the Foundation is growing. “Luminate helps us understand what’s important to our participants and supporters. Whether it’s connecting them to fundraising opportunities or ways to get involved, Luminate is the doorway that brings them into CCFA,” says Marie.

Building the Relationships That Grow a Community

CCFA started laying the groundwork for a solid support network by jumpstarting personal relationships. Marie’s team closely examined the organization’s constituents, their interests, and how they could be better served. It was all done using Luminate Online’s unified marketing, analytics, and reporting functions. Once the Foundation knew who its friends and advocates were, staff could tailor messages in ways that resonated with audiences.

The result? Through the solution’s platform, CCFA accomplished its goal of creating a digital engagement touchpoint for patients, families, and friends—a virtual community space where interested parties are introduced to the mission, become involved in fundraising and opportunities, and benefit from connections.

And Marie is quick to note who one of the longest-running and most devoted members of this community is: “What makes Blackbaud such a strong partner is their above-and-beyond support. Their team has continued to show up for us in a way that says ‘We care about CCFA. We care about the patients, families, and the mission. We’re in it with you 100%.’”

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