

CUSTOMER SPOTLIGHT

# Save the Manatee Club®



*“It comes down to communication. We now have a welcome series going, which is a new strategy for us. It’s a great idea, and I love it. People really gravitate toward having that discourse. I was amazed at how many people actually replied.”*

—Tonya Higgins,  
Director of Development and Operations

Save the Manatee Club was established in 1981 with a mission to protect endangered manatees and their aquatic habitat for future generations. The organization believes that only compassion and action can protect the manatees from harm.

Save the Manatee Club is powered by:

- **Luminate Online™**
- **Go! Program**
- **Raiser’s Edge NXT™**
- **Financial Edge NXT™**
- **Blackbaud Analytics**
- **Blackbaud Payment Services**
- **everydayhero®**

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Since 1981, Save the Manatee Club has concentrated on reducing the negative impacts to manatees and their aquatic habitat by increasing public awareness and education, sponsoring research, rescue, rehabilitation, release efforts, advocating for strong protection measures, and taking legal action when appropriate.

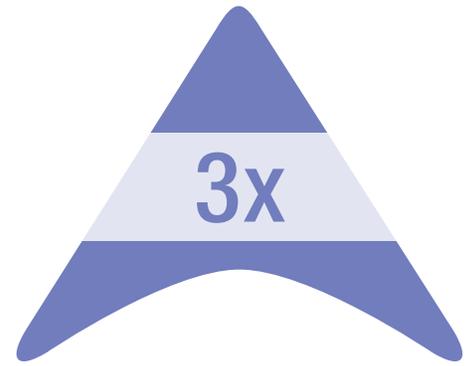
The organization was using a variety of platforms for online marketing, which kept its constituent data separate and made it difficult to understand the ways its constituents supported its cause. It needed a solution that could provide a holistic view of its supporters so it could better engage with them and build stronger relationships.

In the summer of 2015, Save the Manatee Club implemented Luminate Online and began running email marketing, fundraising, and advocacy all on a single platform. This streamlined tasks and provided the organization with the 360-degree supporter view it needed.

With this fresh look into the donors' profiles, Tonya Higgins, the organization's director of development and operations, began focusing on engagement. Her team learned new techniques and approaches through Blackbaud's Go! Program. By developing a welcome series, new constituents were greeted and introduced to the organization. Then through an engagement campaign powered by the Go! Program, the team was able to interact with new supporters and capture their information. It did this by driving them to a quiz which was taken over 3,500 times! This approach was completely new for the organization and would not have been considered before implementing the Blackbaud solutions.

Tonya and the rest of the crew at Save the Manatee Club are excited about the future and the possibility of growing support. "Luminate Online allows for more thorough, holistic communication. It's empowering to get to know your supporters by understanding how they're responding to your communications," she said. By knowing why people respond or donate, the organization can tailor future campaign messages to increase interaction, engagement, and support.

By partnering with Blackbaud, Save the Manatee Club was able to integrate online and offline giving channels. With a better understanding of what its supporters wanted and expected plus a powerful fundraising campaign, the organization tripled its previous #GivingTuesday fundraising record! With results like that, Save the Manatee Club has a greater chance of fulfilling its mission and providing the gentle giants with a better future.



The organization tripled its previous fundraising record for #GivingTuesday.

*"The Go! Program was amazing and the Go! Team really goes above and beyond!"*

— Tonya Higgins,  
Director of Development and Operations



Of the 208 donors on #GivingTuesday, 197 were new donors.

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