

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

Music icon Jimmy Buffett and former Florida Governor Bob Graham established Save the Manatee to protect the state’s official marine mammal from human threats. With its goal of uniting people to spread the conservation message and drive policy, Save the Manatee needed the most effective engagement tools to better understand the supporters who make its work possible.

Since 1981, Save the Manatee Club has concentrated on reducing the negative impact to manatees and their aquatic habitat by increasing public awareness and education; sponsoring research, rescue, rehabilitation, and 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 Blackbaud Luminate Online® and began running email marketing, fundraising, and advocacy all on a single platform. This solution streamlined tasks and provided the organization with the 360-degree supporter view it needed.

**Save the Manatee Club
is powered by Blackbaud
solutions for:**

- ✓ Fundraising and Relationship Management
- ✓ Financial Management
- ✓ Analytics
- ✓ Payment Services



Tonya Higgins (the organization’s director of development and operations) and the rest of the crew at Save the Manatee Club are excited about the future and the possibility of growing support. “[Blackbaud] Luminare Online allows for more thorough, holistic communication,” Higgins said. “It’s empowering to get to know your supporters by understanding how they’re responding to your communications.” 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.

Discover what Blackbaud solutions can do for your mission.

[Learn more](#)



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The organization tripled its previous fundraising record for #GivingTuesday



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

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About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.