

## Engagement Suite

The Blackthorn Engagement suite is your one-stop shop for Salesforce-native applications for optimized customer engagement. Our super savvy Salesforce apps allow you to efficiently manage events, handle payments, maximize your communication channels via SMS, remain compliant, and offer customers/constituents/donors new e-commerce opportunities.

### Discover the apps designed to level-up your Salesforce org



Blackthorn Events is a Salesforce-native application that gives you the tools to fully manage your event registration, communications, and impact measurement directly in Salesforce. All of your data is real-time, actionable, and accessible from anywhere, so empower your team to tell a deeper data story through clearer reporting on stakeholder engagement.

Blackthorn Payments is a Salesforce-native application designed to equip your organization to transact directly in Salesforce regardless of data model or industry. Easily set up one-time, subscription, self-service, and mobile payments directly within your CRM, connected to your existing customer data. Empower your team with real-time insights and realize your pay-ins and pay-outs more easily. From subscriptions to mobile & field service payments, Payments is money in the bank.



Blackthorn Messaging empowers your team with blast, shortcode, and conversational (send and receive) text message communication directly in Salesforce. Get your message across by automating your communications to build deeper relationships with your customers and prospects. Send the right message to the right audience at the right team with full reportability and easy administration.

Blackthorn Compliance helps your team quickly find and secure sensitive data throughout your entire Salesforce org so you can stay compliant with PCI & personal data regulations. Proactively find vulnerabilities by automating the search & mask process to take human error out of the equation so you can enjoy peace of mind. Even extend this functionality to email, attachments, and Live Agent to ensure data compliance across all of your connected tools.



Blackthorn Storefront is a Salesforce-native eCommerce app that allows organizations to easily manage one or more customizable online shops for digital goods, services, and enrollments. Personalize your stakeholders' digital shopping experiences by connecting marketing communications and building out automated workflows. eCommerce doesn't have to be complicated when it's part of your CRM.

# Why the Blackthorn Engagement Suite?

The Blackthorn engagement suite gives organizations the ability to efficiently and accurately collect and activate stakeholder data. Our apps effectively scale your key engagement channels by connecting them directly to your Salesforce org to capture, unify, and activate your audience data, building relevant experiences and stronger relationships.

## Key Benefits

Accurate data helps your organization bring precision to your personalization, which in turn builds trust with your stakeholders and ensures repeat interactions/engagement. Build personalized journey's to properly engage your stakeholders. Capturing actionable data helps your team build the communication flows that engage your stakeholders and it works best when it's in Salesforce.

### 1. Drive Growth

Create a cohesive customer experience across all channels that includes connecting customer communications, event engagement, subscriptions & transactions, and data compliance directly within your single source of truth: Salesforce.

- **Connected Touchpoints:** Deliver optimal experiences at every touchpoint
- **Continuous Conversations:** Build true two-way relationships with your stakeholders
- **Omni-Channel Optimization:** Mobile optimize every interaction with your stakeholders.

### 2. Invest in a Scalable Data Strategy with CRM-Nativity

Double down on your Salesforce investment to adapt & innovate with your data by making Salesforce your single source of truth for all customer engagement data.

### 3. Build a Stakeholder-Centric Online Approach

Transform reactive responses into proactive, two-way conversations. Send outbound messages and preempt the customer's experience during a reactive engagement.

- **Low-Effort Experiences:** Ability to reduce customer effort to engage and complete transactions
- **Personalized Content:** Prioritize precision in your personalization - collect accurate data and drive customer loyalty
- **Detailed Reporting:** Zoom in and out on every customer interaction. Collect actionable customer data across channels

### 4. Empower your Team with Click-Based Tools

Build beautiful end-to-end experiences with clicks, not code (unless you want to). Save your team time, money, and effort by streamlining your processes and tech stack with Blackthorn apps.

By incorporating these principles into your engagement model, you are providing a wraparound engagement model for your customer interactions. The Blackthorn Engagement Suite moves your customers through this engagement model and shows them that you know their needs, their wants, and their goals whether it's at events, through field sales, or conversational text messaging in Salesforce - your home for customer data.

# Our Apps. Your Customized Use Case.

## Higher Education

Whether you're engaging with prospective students at open days, faculty at academic conferences, or with alumni for fundraising – the Blackthorn suite can support your engagement strategy across campus and across the globe. As the Salesforce Education Product Partner of the Year, we are confident we can help you maximize your school's Salesforce investment. The Blackthorn Engagement Suite can transform your event and engagement data into actionable insights to support the full student lifecycle from enrollment to student success and advancement. Let's explore some of our most common use cases for Higher Education.

## Recruitment and Admissions

Blackthorn Events is the ideal solution for recruitment events and open days with individual, family, and group-based school registrations. From community career fairs to on-site recruiting at local admission events, utilize the Blackthorn events app for:

- Salesforce-native Event Registration and Management
- Custom question reporting and attendee insights
- Mobile Check-In & Badge Printing
- Invaluable data enhancements for your recruitment CRM and SIS

Once you have your event created, the next step is to manage communication to potential attendees by sending reminders and updates about upcoming events. Engage with current or prospective students through SMS, creating the highest likelihood of engagement with open rates averaging 95%! With Blackthorn messaging, you can use SMS to reach out through multiple communication channels to engage students on campus, reach out to parents with critical updates, and send reminders to all parties about upcoming events & activities.

With boots on the ground and a communication strategy secured, your team is ready to offer a direct call to action through Storefront. Looking to distribute digital brochures? Need to make it easier for parents/alumni to make a donation? Is your school selling digital affiliation badges?

With Storefront, you can build access to any digital good or service on offer, including tour add-ons or other target connections. Connect your Storefront offerings with automation flows that connect the purchases to all the necessary systems, alerts, and engagement tools on the backend.

With parents and students interacting on Storefront, your institution may see an increase in payment processing. From the highlighted tour add-ons to donation payments, you will need a system in place to process multiple payments. Handle all of your payment processing AND keep your student's data safe by adding Compliance to your payment stack.

## Student Success

Are you looking for a better way to communicate directly with students? Reach out via SMS to encourage student participation in programs being set up by the school on their behalf. Actively monitor and mediate student success by connecting SMS messaging to your Student Success Hub (Education Cloud), giving your team the ability to act on aggregated data to reduce the risk of potentially negative student outcomes. Enable your school to build a two-way communication outlet to empower the staff to better support success.

Increased communication with students can mean an increase in the transfer of sensitive information. You've secured your student's data by implementing Salesforce Shield with platform encryption, but that only encrypts data after it's already entered your CRM. Blackthorn Compliance scans and prevents sensitive data from ever entering your CRM via emails, attachments, SMS messages, live agent messages, and more. Compliance can search for sensitive data to mask/delete it to ensure your student's data is always secure while keeping your system's data compliant.

Student success plans often include meetings or engagements. Utilizing an events platform will give your team access to engagement data that can help you gauge the level of involvement throughout your student body. Student groups and faculty can use the platform to engage other students for career or dorm mixers, volunteer activities, etc.

Align your events platform with Storefront to fully automate engagement. Building a group directory within Storefront gives students the ability to select different groups or events to participate in. When a student visits the service directory and adds an activity to their cart, it can trigger an enrollment flow - automating the admin on the back end. This and any number of other automations can be built bespoke for your organization to provide a connected storefront experience inside of your CRM.

## Alumni and Advancement

Alumni and events go together like pb&j. From events chapter meet-ups and university-sponsored alumni events like 'Moms' Weekend' to galas, fun-runs, or fundraising events, Blackthorn Events can collect your engagement data directly in Salesforce and enhance your advancement CRM. Target and tailor your events to hit specific donor profiles at different funding levels, personalizing the experience from the event page to the registration process. Consolidate, automate, and build engaging events and communications journeys from your Salesforce org.

Use SMS communication for all your confirmations, reminders, and event updates - reaching your alumni and donors where they're at, on their phones, with open rates nearing 95% compared to email. Messaging can be used to send out itinerary reminders for scheduled events, schedule timed outreach for fundraising events, and encourage donations after impactful current events. Ex: "UT beat X - they need new goalposts" and it can all be done in advance or on the fly with audience segmentation using our Smart Scheduler technology.

Power up your field events, with BT payments so you can process donations or alumni goods onsite. If your school is using Commerce Cloud and other tools to create donation sites, Blackthorn Payments can also be used as the transaction engine behind those giving campaigns - keeping all of your transactional data PCI compliant and connected to the right donors so you always have a clearly reported view of your revenues.

Protect your donor information and reduce the risk of credit card, banking, or unencrypted PII entering your Salesforce instance with Blackthorn Compliance. You may already have Salesforce Shield in place to encrypt access and monitor your platform history, but the addition of Blackthorn Compliance closes the functional gap in Shield – it prevents that patterned, errant data from ever entering the system at all.

Offer a custom storefront of alumni donations, memberships, and other digital offerings. Alumni can add a membership to their shopping cart to kick off a flow that will reflect that membership on their donor record in your CRM. With the easy point-and-click functionality to create new storefronts as needed, you can create local chapter and campaign-specific stores that all run their transactions through your Salesforce instance, showing you the true value of your campaigns.

***Bonus Round:*** Create a reciprocal relationship between the advancement org and your Cont Ed organization by collecting and sharing engagement data. Engaged Alumni are Giving Alumni, so use the continuing education and community outreach programs your schools are running to your advantage and engage more deeply with your alumni.

## Education – K-12

When it comes to K-12 education, communication and parent engagement are key. The Blackthorn Engagement Suite equips schools to better engage and connect with both students and parents through multiple channels.

- Looking to host events that require registrations? Our Events app is the ideal tool to help facilitate multiple type of events including Parent Teacher Conferences, PTA Meetings, Special School Events, Sporting Events, and even student or parent clubs.
- Connect the Messaging app to events to send regular SMS updates surrounding upcoming engagements or student wellbeing, including school-wide updates, field trip permission slip reminders, snow days, emergency alerts, or even real-time school trip updates.
- Cover all engagement channels by adding our Payments solution, allowing parents to submit online payments for tuition (one-off or subscription), field trips, club costs, fundraising, and more!

The collection of apps works with your school's administrative processes to provide a cohesive, repeatable, and reportable set of engagement strategies that can support all of your school's audiences. Never let a family miss a recital, tuition payment, or important update again by leveraging CRM investment as a platform for building a deeply connected community.

## Field Service Organizations

When it comes to boots on the ground, flexibility is key for field service organizations. If you support a mobile workforce, Blackthorn can empower your team to take payments in the field without calling the office or manually writing down card numbers. Whether you're using Field Service Lighting and are looking to complete transactions related to work orders with bluetooth-enabled card readers, or you're looking to take a payment from any screen in the Salesforce Mobile App with minimal clicks and one-button processing Blackthorn's Payments app can support your team anytime, anywhere – directly from Salesforce.

## Non-Profit

Blackthorn Events is the ideal solution for impact-driven organizations looking to host fundraising, mission-driven, gala, and other events that require individual, family, and group-based registrations. From community service events to volunteer opportunities and coordinated national fundraising events, utilize the Blackthorn events app for:

- Salesforce-native Event Registration and Management
- Custom question reporting and attendee insights
- Mobile Check-In & Badge Printing
- On-site & Virtual Attendee Management
- Donation & Registration processing
- Invaluable data enhancements for your recruitment stakeholder & fundraising CRM

Once your event is created, the next step is to manage communication to potential attendees by sending reminders and updates about upcoming events. Engage with current or prospective donors through SMS, creating the highest likelihood of engagement with open rates averaging 95%! With Blackthorn Messaging, you can use SMS to reach out through multiple communication channels to engage donors worldwide, reach out to attendees with critical updates, and schedule reminders about upcoming activities. You can even connect SMS to Cases so social service organizations can engage in 1:1 and group conversations when email or other avenues are unavailable.

With boots on the ground and a communication strategy secured, your team is ready to offer a direct call to action through Storefront. Looking to distribute access to digital media? Need to make it easier for stakeholders to donate? Is your organization selling digital affiliation badges?

With Storefront, you can build access to any digital good or service, including tours, courses, or other engagements. Connect your Storefront offerings with automation flows that connect the purchases to all the necessary systems, alerts, and engagement tools on the backend.

***Bonus Round:*** *If you don't have a system for connecting events/courses to certifications, credentialing, and credit accrual processes - you can connect Storefront to Blackthorn Events with custom flows and track end-to-end learner engagement.*

With donors and stakeholders interacting on Storefront, your institution may see an increase in payment processing. You will need a system to process multiple payments from the online courses to donation payments, and that's where Blackthorn Payments comes into play. Keep your entire transactional process in-house and connected to the constituent records in your CRM. Now you can see all your donors, your pledges and payments, and your engagement data in one place - with full invoicing & receipting included. Stripe users can connect their digital properties to a single, branded Checkout experience that includes all the modern payment methods your stakeholders expect, like Apple & Google Pay.

Enhance your ability to take donations from anywhere by adding Mobile Payments to your Salesforce org. Now your staff and volunteers in the field can connect Stripe card readers to their mobile devices and take advantage of their real-time conversations with potential donors to take payment immediately - no pledge follow-up required.



All of Blackthorn's Payment functionality can be connected to Nonprofit Cloud's Accounting Subledger app with just a few clicks - enabling your organization to track credits & debits in CRM and output that sub-ledger data in your accounting system's preferred format.

Protect your learner information and reduce the risk of credit card, banking, or unencrypted PII entering your Salesforce instance with Blackthorn Compliance. You may already have Salesforce Shield in place to encrypt access and monitor your platform history, but the addition of Blackthorn Compliance closes the functional gap in Shield - it prevents that patterned, errant data from ever entering the system.

## Automotive & Manufacturing

Connect your manufacturer, dealer, and buyer data in one place with the Blackthorn Engagement Suite on Salesforce. Whether you're looking to connect your sales team with interested buyers by SMS, taking payments one-time or recurring payments for your services, or connecting with your brand enthusiasts at automotive shows, Blackthorn brings all of your engagement data together in Salesforce and empowers your team to deepen strategic relationships. Remove buying friction by making your data actionable and responding to customer needs in real-time with the tools designed to keep you close to your team.

Our Events app is the ideal tool for customer acquisition events - whether its a dealership hosting a major sales events or a showcase hosted by a manufacturer, Events allows you to track/register attendees and potential buyers. Utilize campaigns to create ideal customer profiles and send invitations to targeted customers. Enable your team to create email communications directly inside Salesforce to highlight upcoming events or promotions. Looking to host factory or museum tours? Events can help you schedule and manage any in-person events or engagements. Connect events to payments to help handle any potential event/tour costs as well as to take any payments in the field.

## Sporting Clubs

Get your Salesforce org back in the game with Blackthorn Events - the ultimate fan engagement tool. From ticketed events (general seating) to VIP and specialty engagements, Blackthorn Events gives you the capability to monitor your fan's journey from their first ticket purchase through their entire fan lifecycle. As a Salesforce-native suite of tools, all of your fan engagement data is available in real time for your team members to report, adjust, and act according to your playbook. Whether that's deep audience segmentation with the assistance of CRM-A and Tableau, or hyper-personalization with individualized journeys in Marketing Cloud and MC Account Engagement (Pardot) - give your fans a VIP experience before they enter through the gates.

With all of your data on a single engagement platform, it's easy to inform target supporters about upcoming theme games or community events by integrating your attendance data into campaigns via SendGrid or Marketing Cloud. Once you have your fans engaged and attending, it is time to incorporate Payments for a seamless registration or donation experience. Collect subscription payments, membership fees, usage costs, or even fundraising pledges directly from your Salesforce environment - no cumbersome integrations required.

Adding Blackthorn's Engagement Suite to your team elevates your starting line-up and ensures you have the right players on the field to make your fans feel like they are playing for the winning team every time!

## Member Associations

Member-centric organizations exist for the benefit of their members and the advancement of their industries, but the choices for supporting those goals generally produce a disjointed tech stack of applications or an all-in-one tool that attempts to meet every use case without a central platform for growth. Blackthorn's Engagement Suite is designed to show you a new way forward, incorporating tools and apps that sit natively within Salesforce, the world's most powerful CRM, to bring your members together and delight your staff with modern, automated efficiency.

By implementing the Blackthorn Engagement suite to manage events, SMS & email communications, and payments for any one-off and subscription transaction, your core engagement data is now centralized on an enterprise CRM with real-time reporting and 'anywhere access' on desktop and mobile. From new member acquisition events to chapter meetings and conferences (hybrid or on-site) - Blackthorn Events allows you to manage tickets/registrations, attendance records, attendee communications, and more without ever leaving your Salesforce org. Your staff can even check in members on the fly with our Mobile Check-in App designed for both online and offline usage.

Blackthorn Payments extends your CRM to collect payments for subscription membership or recurring donations as well as one-off services such as event registrations, donor pledges, room rentals, association management fees, directory listings, and more. Your organization can get paid faster with fewer fees and your accounting team can track all receivables and payouts in real-time from the same system your membership, marketing, and education teams use for mission-driven activities. All confirmed payments, receipts, and invoices are sent automatically so you can focus on your members and not your technology.

The Engagement Suite provides the app to help put your member at the center of your organization and keeps your data organized so your staff can always show your stakeholders that they know them in impactful ways.

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## Engagement Suite

All in one place.  
Always on Salesforce.

