

Working with Constituents: Relationships and Households

Bloomerang Academy

Thank you for joining us today. We're glad you are here. Please tell us where you're joining from in the CHAT!





Housekeeping



We're recording this webinar! We'll send you a link to the recording and copy of the slides within 48 hours.



Feel free to ask questions! Use the Q&A option to ask questions and the chat option for general discussion. We'll answer questions at the end of the presentation.



Share your highlights and takeaways on your favorite social media channel and make sure to give us a follow!



Housekeeping



Our dial-in number in case you need it today: **+1 669 900 6833**

If you need more assistance, please reach out to support@bloomerang.com.



Built for purpose

Giving platform designed to improve fundraising outcomes







Raise more

Engagement quality increases, effort decreases, and giving soars!

30%

Higher overall donation page conversion rates.

\$108

Average recurring gift, 4x the industry average. 15%

Increase in donor base year-over-year.

\$180

Average one-time gift, 50% higher than the industry average. 25%

Increase in recurring donor conversion rate.

26%

Increase in dollars raised year-over-year.



Margie Worrell

Curriculum Manager

Margie Worrell is the Curriculum Manager at Bloomerang. She serves on the board of the Peace Learning Center in Indianapolis, and has worked extensively with nonprofits as both a staff member and a lead volunteer. Her passions include education, theatre, her two children and her two small dogs.

What will we cover today?

Relationships

- Add Relationship to Constituent
- Edit or Remove Constituent Relationships
- Edit Relationship Roles
- Creating a new relationship role

Households

- The Household Profile
- Primary contact information
- Head of Household
- Create a Household
- Add and Remove Household Members
- Change Head of Household
- Edit Household Name Data
- Delete a Household

Relationship Managers

- How to assign them
- How to edit or remove them

Reporting on Relationships, Households and Relationship Managers





Why add this data to our database?

- 1. Enhanced communication and stewardship
- 2. Improved targeting of messages
- 3. More accurate data and better analytics
- 4. Improved networking and opportunity expansion



Relationships

Add a relationship

Mary Bailey # Bailey Family #385	Address 5 Olmstedville Rd Pottersville, NY 12860	Phone <i>Home</i> (336) 215-5765	~
Summary Profile Timeline Relations	ships		
Relationship Manager No Relationship Manager Assigned			Assign
☆ Bailey Family			
George Bailey Sr.		Head of	^F Household
Mary Bailey			Member 🔽
Relationships		N	ew Relationship
George Bailey Sr.			Husband 🔽





Summary Profile Timeline Relationships					4	f bloomerang
New Relationship		Cancel Sar	<i>r</i> e			
Find Constituent is the	Note					
Mary Bailey <i>is the</i>				- \d		
	Find Constituent		×	rel:	ı a ationshi	n
	Displaying 1 - 5 of 5	Search				P
	George Jungle #318	1010 Tarzan Ln - Newton Falls, O	H 44444			
	George Weasley #30	The Burrow Ottery St. Catchpo	le .			
	George Bluth #132	Attic 5 Sudden Valley Ln Mou	nt Wilson, CA 91023			
	George Bailey #172	8448 Us-9 Pottersville, NY 1286	Summary Profile	Timeline Relationships		
			New Relationshi	р		Cancel Save
			George Bailey is the Husband	ie	Note V	
			Mary Bailey <i>is the</i> Wife	2		

Add a relationship



Mary Bailey #385	~
Summary Profile Timeline Relationships	
Household Mary Bailey is not in a Household	Join Household New Household
Relationships	New Relationship
George Bailey	Husband 🗸

Edit or remove a relationship



1.		
Mary Bailey #385	~	
Summary Profile Timeline Relationships		
Household	Join Household New Household	
Relationships	New Relationship	Don't forget to click save!
George Bailey	Edit Constituent	2.
3.	Edit Relationship	heline Relationships Delete Cancel Save
Adama V	George Bailey is the	Note
Are you absolutely sure you want to delete this?	Mary Bailey is the	
No Yes	Wife	~

Edit relationship roles



~

•

~



Parent

Sister

Student



Edit relationship roles

Relationship Roles (New)	
Edit Details	Cancel Save
Name	Create
Active?	

Displaying 1 - 16 of 16	
Brother	
Business	Edit 🖋
Co-Worker	Deactivate Ø

Or click on the blue dropdown arrow to edit or deactivate a role.

new role....



Households



Header

	Halpert/Beesly #312 test+jim.halpert@bloomerang.co	Address 2345 Dunder Dr Scanton, NJ 11111	Phone <i>Mobile</i> (654) 272-4446	
--	---	--	--	--

- Would show Inactive or Deceased only if ALL constituents in the household had been marked as such.
- Would show First-time Donor if a member gives for the first time and no other member has any donations.
- Primary contact information is pulled from the head of the household.
- Head of Household should be the member who has the strongest relationship with your organization and has contact information in the system.



Summary

- Shows all combined data from all members of the household.
- Household Members area is linked to individual constituent profiles.



Profile

- Basic Info is unique to the household and can be edited.
- Addresses, Emails, and Phone Numbers are pulled from all members of the household.
- Communication preferences are set to what is shared across **ALL** household members.

#512 test-jim halpert@bloomerang.co	Address Phone 2345 Durider Dr Mative (654) 272-/1446 Scanton, NJ 1111	
ummary Profile Timeline Relationships		Edit 🗸
Basic Info	Addresses	
atus titee suusehold Name Ilpert/Beestly	Home Primary 2345 Dunder Dr Scanton, NJ 1111 At this address. Jim	Edit
rman Raime rmai Name . Jim and Mris. Pam Halpert welope Name . Jim and Mris. Pam Halpert	Home 350 Cliff St Scranton, PA 18503-1908 At this address: Pam	Edit
cognition Name Jim and Mrs. Pam Halpert	Work 1433 N Main Ave, Scranton, PA Scranton, PA 18508 Al Ihis address: Pam	Edit
	Emails	
	Home <mark>Extensivy</mark> test-jim halpert@bloomerang.co Belonging to Jim	Edit
	Home margie worrell-jimhalpert@bloomerang.com Belonging to Jim	Edit
	Home margie worrell-pambeesly@bloomerang.com Belonging to Pom	Edit
	Home: test-para beesty@bloomerang.co Belonging to: Pom	Edit



Timeline

- Combined entries from ALL members of the household.
- When you click into the interaction it will show the member that engaged in the activity.



bloomerang



Relationships

 Shows all existing relationships starting with the head of the household.

Summary Profile Timeline Relationships Jim Halpert Head of Household < Pam Beesly Member Relationships Dunder Mifflin Employer of Jim Pam Beesly Pattner of Jim Image: State of	Halpert/Beesly #312 test+jim.halpert@bloomerang.co	Address 2345 Dunder Dr Scanton, NJ 11111	Phone <i>Mobile</i> (654) 272-4446	
Im Halpert/Beesly Jim Halpert Pam Beesly Relationships Dunder Mifflin Employer of Im Qunder Mifflin Employer of Im Im Halpert Partner of Pam	Summary Profile Timeline Relationshi	ps		
Jim Halpert Head of Household Pam Beesly Member Pam Beesly Employer of Jim Pam Beesly Partner of Jim Dunder Mifflin Employer of Pam Im Halpert Partner of Pam	☆ Halpert/Beesly			
Pam Beesly Relationships Dunder Mifflin Pam Beesly Pander Mifflin Im Halpert	Jim Halpert		Head of Household	d 🔽
Relationships Dunder Mifflin Pam Beesly Dunder Mifflin Employer of Jim Ounder Mifflin Employer of Pam Jim Halpert	Pam Beesly		Membe	r 💌
Relationships Dunder Mifflin Pam Beesly Dunder Mifflin Employer of Jan Ounder Mifflin Employer of Pam Jim Halpert				
Dunder MifflinEmployer of JimPam BeeslyPartner of JimDunder MifflinEmployer of PamJim HalpertPartner of Pam	Relationships			
Pam BeeslyPartner of JimDunder MifflinEmployer of PamJim HalpertPartner of Pam	Dunder Mifflin		Employer of Jin	n 🔽
Dunder MifflinEmployer of PamJim HalpertPartner of Pam	Pam Beesly		Partner of Jin	n 💌
Jim Halpert Partner of Pam	Dunder Mifflin		Employer of Pan	7
	Jim Halpert		Partner of Pan	7 🔽
Michael Bluth Friend of Pam	Michael Bluth		Friend of Pan	n 💌

Creating a new Household

- Search for head of household
- On constituent's account, select Relationships
- Click on Add to Household and then Create new household for this constituent
- Fill out the New Household pop-up and click Save
- You will see a household symbol under the constituent's name with the new household name

1.	3.	4 .
Anna Adams 4407 margia sorrellvarnašti kaonenarg com Samenary Profile Timeline Relationships	Add to Household × Add this individual to an existing Household or create a new Household	Anna Adams * Adams Family #497 margle workel+anna@bloomerang.com
Relationship Manager Ausigned Ausign Add to Household Add to Household	Add to existing Household Create new Household	Summary Profile Timeline Relationships Relationship Manager No Relationship Manager
Anna Adams is not in a Posseshold Relationships Row Relationship John Adams Postend V	Household Name *	Adams Family Anna Adams Head of Household
2. Add to Household × Add this individual to an existing Household or	Informal Name *	Relationships New Relationship John Adams Hisband
Create a new Household Create new Household Cancel Sinve	Envelope Name *	





Adding a new Household member

- Search for member to add
- Click on Relationships tab
- Click Add to existing Household
- Search for Household name
- Click on Household and Save
- New member is created

••	
John Adams ezz	~
Summary Profile Timeline Relationships	
Relationship Manager Na Relationship Manager Assigned	Assign
Household kiter Adams is net to at thousattake	Add to Household
Relationships	New Relationship
Anna Adams	305

2	Add to Household ×		
_ .	Add this individual to an existing Household or create a new Household.		
	Add to existing Household		
	Create new Household		
	Cancel Save		
	X X		
3 .	Add to Household		
	Add this individual to an existing Household or		
		5	
	Add to existing Household	.	
	Create new Household		
	Q Search Households	John Adems e Adms tently	
	Cancel Save	Summary Profile Timeline Relationships	_
	Add to Household ×	Relationship Manager	Awegn
4.	Add this individual to an existing Household or	-	
	create a new Household.	😤 Adams Family	
	Add to existing Household	Anna Adams	thous at inconstants 🔛
	Create new Household	John Adams	Nember 🔽
	Q Adams		
	Adams Family #E79	Relationships	New Relationship
	margie.worrell+anna@bloomerang.com	Anna Adams	Kofe 🔽
		L	



Head of the Household

Simply means that this is the info to be used when communicating with all members.

- Use whoever has strongest relationship with your organization
- Another member's info may be used if **BOTH** are true;
 - Head of household is missing the piece of contact information
 - Household has only 2 members



Removing a Household member

- Open the constituent's account.
- Click the Relationships tab.
- In the household's section, click
- Click Leave Household.



next to the constituent's name.

I .						
ST TIME	Linda Belch # Belcher Fam #383 lindabele	her nily chermargie.wor	reli@bloomeran	Phone Home (907) 664-3210	ļ	~
Summary	Profile	Timeline	Relationships	1		
🕷 Belc	her Family	У				
Bob Belo	ther				Head of Househald	-
Linda Be	lcher				Member	~

	Edit 🖋
Make I	Head of Household 🔩



Change Head of the Household

To change which constituent's contact information is used:

- Open the constituent's account.
- Click the Relationships tab.
- In the household's section, click
- Click Make Head of Household.

next to t	he constituent	you	want	to	use

1.						
ST TIME	Linda Belcl # Bolcher Fan #383 lindabel	her illy chermargie.wor	ell@bloomerant.	Phone Home (987) 664-3210	I	*
Summary	Profile	Timeline	Relationships			
🖀 Belc	her Family	4				
Bob Belo	her				Head of Household	
Linda Be	lcher				Member	





Edit Household Name Data

To change the household's name data, such as how an envelope is addressed:

- Search for and open the household account.
- Click the Profile tab.
- Click Edit.
- Make any changes and click Save.

Belcher Family #386 margie.worrell+bob.belcher@bloomeran	Phone Home (987) 654-3210	
Summary Profile Timeline Relationships		
Edit Profile		Delete Cancel Save
Household Name		
Belcher Family		
Sort Name		
Belcher Family		
Informal Name		
Belcher Family		
Formal Name		
Belcher Family		
Envelope Name		
Belcher Family		



Delete a Household

Since households only aggregate the household members' data, you can delete a household without affecting the constituent accounts. To delete a household:

- 1. Search for and open the household account.
- 2. Click the Profile tab.
- 3. Click Edit.
- 4. Click Delete.

Removing all the household members from the household also deletes the household.

Belcher Family #386 margie.worrell-bob.belcher@bloomeran	Phone <i>Home</i> (987) 654-3210	
Summary Profile Timeline Relationships		
Edit Profile		Delete Cancel Save
Belcher Family		
beener ranny		
Sort Name		
Belcher Family		
Informal Name		
Belcher Family		
Formal Name		
Belcher Family		
Envelope Name		
Belcher Family		



Relationship Managers

Adding a Relationship Manager to an account

- Search for the constituent account (can be organization or individual)
- On constituent's account, select Relationships
- Click on Assign next to Relationship Manager
- Choose the manager from your list and click Assign
- You will see the Relationship Manager displayed in the tile and above in the header



🟹 bloomerang

Reassign a Relationship Manager to an account * bloomerang

- Search for the constituent account (can be organization or individual)
- On constituent's account, select Relationships
- Click on Reassign next to Relationship Manager
- Choose the new manager from your list and click Assign
- You will see the new Relationship Manager displayed in the tile and above in the header

1.						3.	
Acme Corporation #192 bugs bunnymargie worreli@bloomerang_	Address Pho 571-4949 Montes, St Mol Downey, NH 23558 277	ione 5 sbile (199) 647- 79	Relationship Manager margie worrell	*		#192 bugs burny-margie worrel@bloomerang #192 bugs burny-margie worrel@bloomerang Downey, NR 2358	Relationship Manager
Summary Profile Timeline Relationsh	lps				2.	Summery Profile Timeline Relationships	
Relationship Manager margie.worrell			Remove	Reassign	Reassign Relationship Manager × Please choose a different user to be	Relationship Manager Amy Bell	Remove Reassign
Household Acme Corporation is not in a Household			Add to H	Household	Records to this role.	Household Acme Corporation is not in a Household	Add to Household
Relationships			New Re	elationship	Cancel Assign	Relationships	New Relationship
Charles Barkley			Emp	aloyee 🔽		Charles Barkley	Employee
Richard Belding			Emp	xlayee 🔽		Richard Belding	Employee

Success! Relationship Manager has been assigned

Remove a Relationship Manager



- Search for the constituent account (can be organization or individual)
- On constituent's account, select Relationships
- Click on Reassign next to Relationship Manager
- Choose the new manager from your list and click Assign
- You will see the new Relationship Manager displayed in the tile and above in the header

1.	3_	
Address St. Phone Relationship Manager margie worreligibloomerang. Downey, NH 23558 2779	Acme Corporation Address Phone #192 buse burne-margie worrel@bbiomerang. 571-4949 Montes, St. Mobile (199) 647-2779	
Summary Profile Timeline Relationships	2. Downey, NH 23558 Summary Profile Timeline Relationships	
Relationship Manager Remove Reason	Remove Relationship Manager? × Relationship Manager This user will no longer be assigned as the No Relationship Manager Assigned	Assign
Household Add to Household Add to Household	Relationship Manager to this constituent. Cancel Canfirm Household Acree Corporation is not in a Household	Add to Household
Relationships New Relations?	2 Relationships	New Relationship
Charles Barkley Employee	Charles Barkley	Employee
Richard Belding	Richard Belding	Employee 🔽



Reporting





Reporting on Relationships

Build a report about relationships to see how your constituents are connected. These reports can show you who can help you engage and cultivate a particular constituent. Of course, you can use these reports to send letters and emails.

Since relationships are all about people, relationship reports are based on constituents.



"Has Relationships" Filter





Reporting on Households

You can run a report by Household or Constituent. When a report is run by Household:

- In a constituent report, household members are grouped together so that instead of listing each household member separately, their household is listed.
- In a transaction, interaction, note, or task report, Individuals who are in a household display the Household Name instead of the individual's names.
- **Organizations and individuals <u>not</u> in a household are still listed.**



Note: Running a report by household doesn't mean the report only lists households. The results will include households, individuals not in households, and organizations.



Reporting on Relationship Managers

Ne

- Use a **constituent report**, search for relationship manager in filters and click.
- Select the Relationship Manager from the list.
- You will see all constituents assigned to this Relationship Manager.

w Report]	
Report © Details			
Add filter.			
Constituent			
la	٩		
las 👍 <mark>Rela</mark> tionships			
<mark>ela</mark> tionship Manager	New Report		
	🚯 Report 🛛 🗳 Detail	s	
	Continuents Filte	irs	
	& Constituent		
	Relationship Manager Is 🗸	Any (click to change)	
		margie.worrell	
		Amy Bell	
		Diana Otero Roard Member	
		Volunteer Vera	
	443 constituents found (last ru	Evan Johnson	





Let's go into Bloomerang!







- **Relationships and Households**
- **Report on Relationships**



- **Create and Manage Households**
- **About Relationship Managers**
- **Run Relationship Manager Reports**

Assign, View, Reassign, and Remove Relationship Managers







Thanks for joining!

More tools and resources to help you grow.







Thank you!

