



“We’re proud that our website now aligns directly with our mission: To fund the most promising research seeking to eradicate Alzheimer’s disease, glaucoma and macular degeneration; and to provide accurate, detailed information to the public about these diseases. The new site has invigorated and expanded our public education outreach and is helping to enlarge and diversify our donor base.”

— Ed Berger, Manager of Website Operations
American Health Assistance Foundation

OVERVIEW

The American Health Assistance Foundation (AHAF) funds research seeking cures for Alzheimer’s disease, age-related macular degeneration and glaucoma, and provides the public with information about risk factors, preventative lifestyles, available treatments and coping strategies. AHAF is one of America’s leading supporters of basic scientific investigations to better understand and find cures for these three age-related diseases.

In 2007, AHAF retained design agency, TerpSys, to help them clearly define their diverse website audiences and their goals. TerpSys then helped AHAF translate those attributes to improve the website visual design; make the site easy to navigate; make the site accessible for AHAF’s visually impaired audiences; connect experts with patients and caregivers in a Q&A section; and improve AHAF’s online marketing capabilities by using Convio Content Management System (CMS) and Convio Fundraising solutions.

CHALLENGES

- Site architecture was not audience driven and needed to address three disease states equally;
- Online site lacked aesthetic appeal and there was no clear call to action;
- Limited existing online campaign capabilities;
- Offline /online communications with audiences were not integrated;
- Needed high quality content management and constituent relationship management systems;
- Special considerations for several unique sections of the website such as the need for a dynamic health related question and answer database, research grants database, and publications order forms.

SOLUTIONS

- Took a user-center design approach that involved scenario driven user stories for five types of website audiences: Patient, Caregiver, Donor, Family, and Scientists;
- Gave ‘separate but equal’ footing for each of three main disease areas with consistent information architecture for each;
- Offered visual design that respects users’ sight limitations;
- Connected website users with health experts for treatment and coping support;
- Integrated Target Team Approach to Convio to allow online source codes to map to offline records; and
- Support the three disease area programs with 17 different donation forms to meet customization goals.

RESULTS

The new AHAF website went live in October of 2008 experiencing a 63% increase in online giving in the first nine months among other key results:

- The email opt-in list increased 51.6% for the Alzheimer’s program; 40% for the macular degeneration program; and 68.8% for the glaucoma program;
- Page views to the site increased 9%, unique visitors by 29% and total visits by 25%;
- Online gifts increased 46% in FY ‘09 compared to ‘08;
- Online gifts from Oct ‘08 to Jul ‘09 (the new site) compared to the October 2007 through July 2008 time period (our old site) revealed a 63% increase in donations with the new website.

ABOUT CONVIO

Convio is the leading provider of on-demand constituent relationship management (CRM) software and services that give nonprofit organizations a better way to inspire and mobilize people to support their organization. Convio Online Marketing, the company’s online marketing suite, offers integrated software for fundraising, advocacy, events, email marketing and web content management, and its Convio Common Ground™ CRM system helps organizations efficiently track and manage all interactions with supporters. All Convio products are delivered through the Software-as-a-Service (SaaS) model and are backed by a portfolio of best-in-class consulting and support services and a network of partners who provide value added services and applications focused on the unique needs of nonprofit organizations. For more information, please visit www.convio.com.

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