

BC Cancer Foundation



“Convio has enabled us to significantly increase the amount of revenue we generate via the Internet. A Convio Virtual Administrator helped grow our online donations from \$10,000 per month to \$130,000 per month during the peak holiday season. In FY2007, we raised \$582,000 online, \$80,000 of which was received through Convio TeamRaiser. We are excited to continue to leverage Convio's functionality in creative ways that help the Foundation raise more money to fund cancer research and care.”

— Greg Douglas, Senior Director, Marketing and e-Philanthropy
BC Cancer Foundation

About BC Cancer Foundation

Established in 1935, BC Cancer Foundation raises funds to support research and enhancements to care at the BC Cancer Agency, throughout British Columbia.

Challenges

Prior to working with Convio, BC Cancer Foundation's Web presence was limited to several static pages on the Web site of its parent organization, BC Cancer Agency. Without the ability to access or control Web page content, information about the Foundation was outdated and the organization's brand was invisible. Furthermore, despite its ability to receive donations online via a generic donation page, the Foundation lacked the technology to launch email campaigns or promote ePhilanthropy. With a goal to raise more money online, BC Cancer Foundation began its search for an online constituent relationship management (eCRM) solution that would allow it to create its own online presence and engage donors more effectively while building its brand.

Summary

BC Cancer Foundation has strengthened its online capabilities by implementing various Convio products to support its fundraising strategies. The combination of Convio Fundraising and Convio TeamRaiser™ helped the organization raise \$582,000 online in FY2007. As the Foundation's email list grows, the organization plans to leverage email marketing in a more strategic way by creating engagement pathways.

The Convio Solution

After becoming familiar with the Convio solution through another nonprofit organization's fundraising efforts, BC Cancer Foundation chose Convio to support a broad range of eCRM needs:

- Convio Email to engage and encourage individuals to support the Foundation through donations, legacy giving, and participation in events;
- Convio Fundraising to support donations, memorial gifts, and monthly gifts;
- Convio TeamRaiser to bring Convio content and fundraising functionality to third party marketing events run to support the Foundation;
- Convio eCommerce to sell end-of-year holiday cards; and
- Convio Event Calendar to notify Web site visitors of upcoming events and allow individuals to purchase tickets, register, or RSVP to events online.

The organization also enlisted the assistance of a Convio Virtual Administrator to help with the implementation and administration of the Foundation's new online programs.

Empowering Third Party Event Organizers with Online Fundraising Tools and Support

BC Cancer Foundation developed a strategy to better assist with fundraising events organized by external parties in support of the Foundation. In 2006, the Foundation realized that third parties involved in fundraising were unable to reach out easily to target audiences online in a scalable way. Now Foundation staff members work closely with the committees and site designers of third party events, which are organized to raise money for the nonprofit organization. By coaching the organizers and by providing them with access to sophisticated online tools, including TeamRaiser, the Foundation helps these external groups develop and execute successful strategies for event fundraising. This collaborative approach keeps fundraising at the forefront of all online communications to maximize donations and also ensures that the Foundation's brand is consistently represented across all channels.



BC Cancer Foundation works closely with third party event organizers and empowers them with tools, coaching, and support to maximize online donations received on behalf of the Foundation.

Results

- Raised \$582,000 online during FY2007, including \$80,000 through TeamRaiser
- Increased online donations from less than \$10,000 per month to as much as \$130,000 per month during the peak holiday season
- Empower event organizers and participants to fundraise effectively online, regardless of event size, using either TeamRaiser or Tributes
- Sold 10,000 end-of-year holiday cards in 2007 using Convio eCommerce

The Convio Difference

Convio is a leading provider of on-demand constituent relationship management software and services to nonprofit organizations to enable nonprofit organizations to more effectively raise funds, influence public policy and support their missions by leveraging the Internet to build strong relationships with constituents. Convio's online constituent relationship management, or eCRM, solution includes a suite of on-demand software modules for fundraising, advocacy, email marketing and Web content management complemented by a portfolio of best-in-class consulting services.



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