



Catholic Charities of the Archdiocese of Miami, Inc. (CCADM) provides diverse programs to assist low-income families and people in crisis. Catholic Charities maintains its steadfast commitment to serve with professionalism, dignity, and compassion, and to advocate on behalf of those in need through their ministries of Social Service, Social Justice, and Disaster Relief.

CCADM serves as the lead agency for natural disaster response in the Archdiocese of Miami, working alongside Catholic Relief Services and CARITAS to provide for those who have been impacted. Their hurricane response team is frequently mobilized to provide food, water, and other essential items throughout Florida.

## THE CHALLENGE

When disasters like the Haiti earthquake strike, CCADM relief teams provide support. South Florida's compassionate community is always eager to volunteer their time and resources to help aid in disaster relief efforts. However, without a centralized database, CCADM struggled to keep track of each of their constituents. It was difficult to align volunteer interests and skills with current needs since their only online forms were donation forms that gathered limited information.

The organization needed a flexible, integrated marketing, and fundraising system that would enable them to better track donor and volunteer participation and provide an enhanced view of all of their constituents. "We needed a single, consolidated system that would effectively utilize the data we already had," explained Rachel Ramjattan, Special Projects Coordinator. "With tons of spreadsheets filled with data, I knew we were sitting on a gold mine of valuable donor resources, but we lacked integrated tools to glean actionable information from the data."

## QUICK SUMMARY

- With Convio Common Ground, CCADM has a fully integrated view of their constituents enabling the organization to manage donors, volunteers—all relationships, in one place.
- CCADM eliminated multiple spreadsheets and now has finger-tip access to all of their constituent data.
- Volunteer management features allow supporters to update their information online and sign-up for opportunities that fit their interests.
- Staff members can manage multiple appeals and clone existing online donation forms, enabling them to react quickly and efficiently to any emergency.
- Set-up customized branded donation pages and capture online donations to the database in real-time.

"The huge leap from several, unorganized spreadsheets to a single, comprehensive donor database has been extremely advantageous. It's been a learning curve, but well worth it."

— Rachel Ramjattan, Special Projects Coordinator

## THE POWER OF COMMON GROUND

After researching other donor software packages, they knew they wanted to avoid costly licenses and time-intensive deployment options. The process led CCADM to Convio Common Ground™ CRM system, which they selected to be the centralized database to maintain contacts, manage volunteers and facilitate online fundraising. The organization can now customize and send targeted information to constituents based on their volunteer preferences and their donation history. “With the customization option, our constituents can manage their own profiles online. For example, if one of our volunteers is a doctor or medical professional – we can track that information and invite the person to become a disaster relief resource,” stated Rachel. “That ability alone makes Common Ground invaluable.”

Having a small staff and a broad mission that supports ongoing social services efforts as well as disaster relief, Common Ground enables the team to manage multiple appeals and streamline the process to create new donation forms. In the event of an emergency situation, staff members can simply clone an existing donation form, customize it to match the initiative, and publish it immediately to begin accepting donations. “Common Ground has made us more agile and has given us the ability to scale. A lot of what we do requires organizational dexterity because we deal with a lot of fast moving situations, like disasters. Because Common Ground is web-based and intuitive, any one of our staff members can quickly clone our already tried and true online donation forms to capture the specifics of an emergency situation,” Rachel stated. “The ability to change things at the click of a button and the speed of the platform makes Common Ground unique and a great fit for our organization.”

## ABOUT CONVIO

Convio is a leading provider of on-demand constituent engagement solutions that enable nonprofit organizations to maximize the value of every relationship. With Convio constituent engagement solutions, nonprofits can more effectively raise funds, advocate for change and cultivate relationships with donors, activists, volunteers, event participants, alumni and other constituents. Convio offers two open, cloud-based constituent engagement solutions: Convio Common Ground CRM™ for small- and mid-sized nonprofits and Convio Luminare™ for enterprise nonprofits. Headquartered in Austin, Texas with offices across the United States and United Kingdom, Convio serves more than 1,500 nonprofit organizations globally. Convio is listed on the NASDAQ Global Market under the symbol CNVO. For more information visit [www.convio.com](http://www.convio.com).

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