

East-West Ministries International



"Although we believed that online and offline campaigns should be mutually reinforcing, we didn't have the infrastructure in place to make this a reality. Now with Convio, we are able to create and execute a multi-channel marketing strategy that includes email, direct mail, and events. Our average online gift is \$337, our email house file has grown three fold in less than two years, and our online donations have increased from \$125,000 in 2006 to more than \$331,000 in 2007."

— Barry Durman, Vice President Marketing
East-West Ministries International

About East-West Ministries International

East-West Ministries International (East-West) exists to evangelize and equip nationals to establish grace-oriented churches. Their goal is that the leaders they train and the churches they help plant and develop be doctrinally sound, grace-oriented, spiritually thriving, and multiplying. Since 2002, East-West has introduced the Gospel to more than 3 million people, worked in 30 countries with unreached people groups, trained more than 75,000 nationals for Bible work and leadership, and opened more than 1,000 churches.

Summary

Convio plays a pivotal role in East-West's strategic communication plan. The organization uses a combination of Convio solutions to complement its offline marketing and to maximize constituent engagement. The results have been impressive: the organization's housefile has grown by 365% and online donations totaled more than \$331,000 in 2007.

Challenges

East-West had limited online capabilities, which made it difficult to engage constituents effectively via the Internet. Specifically, with its static Web site, East-West was unable to promote online interactions with visitors and constituents. Moreover, the organization could accept donations online using PayPal®, but in the absence of any online outreach strategy, funds raised were minimal. The organization also needed to segment its list for tailored communications to two major audiences: high net-worth core supporters primarily in the Dallas area, and other donors around the country. These challenges, combined with East-West's broader goals of growing its house file and increasing constituent engagement via the Internet, highlighted the organization's need for an interactive online solution.

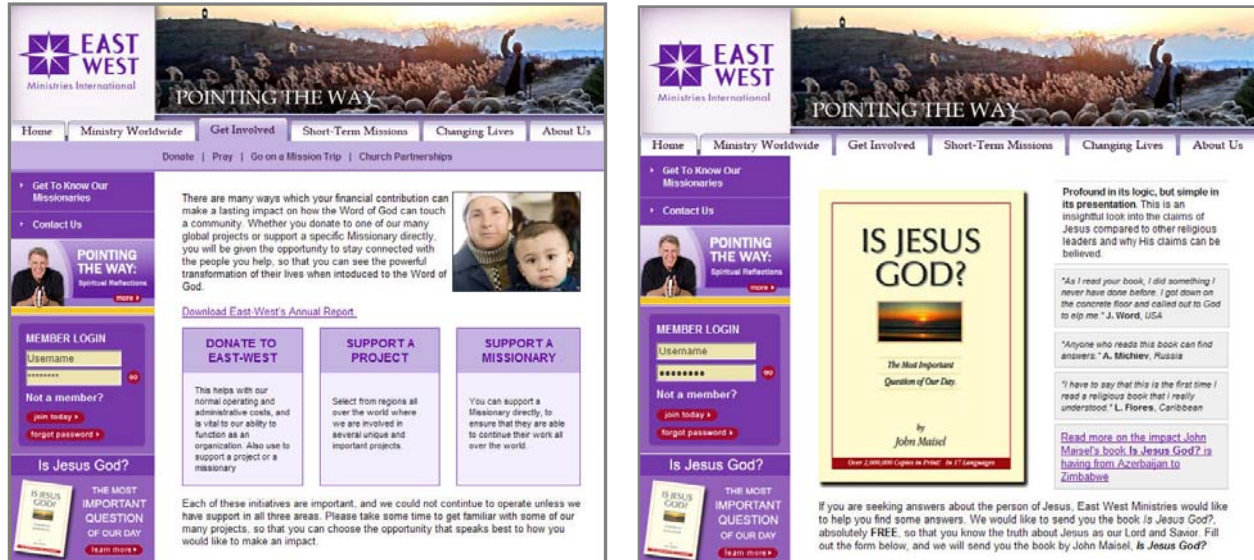
The Convio Solution

In 2006, East-West chose the Convio solution to support its integrated multi-channel marketing strategy:

- Convio Email to launch weekly devotional emails and a monthly email newsletter that contains a soft ask (both of which complement a quarterly offline direct mail newsletter);
- Convio Fundraising to process donations made in support of the expensive, yet critical, activities of 70+ missionaries in the field at any given time; and
- Convio TeamRaiser™ to support applications, acceptance, fundraising and team communications for short-term mission trips.

The Impact

The implementation of Convio has enabled East-West to integrate its online and offline campaigns. As a result, supporters receive coordinated, targeted messages via email and postal mail. The combination of soft and hard asks made through various channels has increased donations and driven more traffic to the organization's Web site where visitors have numerous ways to engage with the organization.



East-West gives Web site Visitors several options for donations, including "Support a Missionary," which enables individuals to donate directly to a missionary of their choice. The organization also has used creative ways to grow its list, such as a free book in exchange for an individual's contact information.

The Results

East-West's performance online has exceeded all projections and has made the organization realize that there is an opportunity to achieve even better results in the future.

- Went live on Convio December 15, 2006 and raised \$45,000 online in the last two weeks of the year (a significant increase from the \$69,000 raised online during the first 50 weeks of the year)
- Raised a total of \$331,000 online in 2007 — well over double the amount raised online in 2006
- Received 918 donations online, with an average gift size of \$337 in 2007
- Grew its house file by 365% (from 1,426 to 5,218 email addresses)
- Sent an emergency appeal to 4,039 people in May 2008, which yielded 28 online gifts that totaled \$15,385 in less than 24 hours

The Convio Difference

Designed to meet the unique needs of nonprofit organizations, Convio's integrated software suite includes products for fundraising, advocacy, events, ecommerce, online community, Web content management and email communications. All products include Constituent360™, a sophisticated online database that centralizes constituent data and integrates with offline databases. It shares data about all online interactions, ensuring you have a complete view of each constituent, which is critical to effective online programs.



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