

HoustonPBS



“Working with Convio as our partner has allowed us to raise 13% of our annual revenues online and have access to a virtual ‘think tank’ with other nonprofit organizations. As Convio releases new products, we pick up ideas from Convio’s other nonprofit clients that are useful in our own fundraising strategies. Engaging our members through multiple channels yields higher participation rates: members that we engage online donate 25% more often than our other donors.”

— Michal Heiplik, Director of Membership

About HoustonPBS

HoustonPBS was America's first public television station and was one of the founding stations of the Public Broadcasting Service (PBS) in 1969. The organization serves to empower, engage and enrich the lives of the people of Southeast Texas by providing a varied schedule of national Public Broadcasting Service (PBS) programming; award-winning locally produced programming; college courses; and select acquired programs. The organization’s facility is also a site for town hall meetings, national videoconference broadcasts, and a variety of innovative community educational and outreach programs. HoustonPBS is supported primarily by viewer contributions with additional money coming from grants, special events and corporate sponsorships.

Summary

Using Convio tools, HoustonPBS has grown its active member email file from 1,200 to nearly 50,000, with email addresses for 55% of its active members. Over seven years, HoustonPBS increased the number of online donors from 14 to 2,701. In 2007, HoustonPBS raised \$309,000 in online donation, accounting for 13% of its annual revenue. Members that the organization engages online donate 25% more often than the organization’s other donors.

Challenges

To complement its direct mail, telemarketing and on-air fundraising program, HoustonPBS sought a cost-effective way to communicate with and engage members and donors. The organization needed the capability to solicit, accept and securely process donations online and allow multiple departments to publish Web content in a prompt and efficient manner that minimized the impact of staff turnover. To tailor the member experience based on actual data, HoustonPBS sought an online solution that would tightly integrate with its offline database of record and allow the organization to innovate with the growth of its fundraising and marketing programs.

The Convio Solution

To grow and manage its online presence and integrate online and offline programs, HoustonPBS turned to Convio for its single, integrated online constituent relationship management (eCRM) platform and expertise in online marketing. Leveraging the Internet, HoustonPBS now customizes and integrates all donor communications with members and donors online in a cost-effective manner by using:

- Convio Web Content Management to allow multiple departments to easily update the organization’s Web site and mitigate against the impact of staff turnover;
- Convio eCommerce to manage merchandise sales and provide an additional channel to support the organization’s programs and services;
- Convio Email Marketing to reach new and existing members, and motivate them to respond and participate at higher rates through automated workflow for cross-collaboration, optimized email delivery with spam testing, A/B (split list) testing, and campaign-based email configuration; and
- Convio Data Integration Services (DataSync) and Convio Connector to synchronize offline and online member data — from address updates, member interests and online transactions to giving history and biographical data.

Summer E-Scapes Online Fundraising Campaign

In July 2005, HoustonPBS launched its first annual Summer E-scape online fundraising campaign. Promoted through on-air spots, grassroots marketing in the local community and a series of email messages throughout the month of July, Summer E-scape encourages people to become members and donate to HoustonPBS. All donors are entered into a drawing for prizes, such as a 7-day trip to Paris or a laptop computer. Summer E-scape has achieved huge success for the organization, which recognizes the campaign's value as a renewal tool and its cost-saving potential for renewals and donations from first-time online donors.

The July 2007 Summer E-scape campaign raised \$35,386 in online donations with an average gift of \$61 — the highest in the campaign's three-year history. Nearly \$23,000 was from new, renewing and rejoining members, accounting for 66% of total transactions. The campaign brought in 369 first-time online donors who accounted for 63% of the campaign's total transactions. Web traffic from the 2007 Summer E-scape campaign increased 35% over 2006 in unique visitors.

HoustonPBS's Summer E-scape campaign integrates the organization's Web site, email marketing, on-air and grassroots marketing and promotions to raise \$35,000 in online revenue in 2007

Results

- In just seven years, grew online constituents by more than 400%, increasing its email file of active members from 1,200 email addresses to nearly 50,000
- Increased online revenue from just \$1,090 in 2001 to nearly \$449,000 in the first half of 2008 through file building techniques, campaign integration and multi-channel giving approaches
- Since 2001, raised more than \$1.9 million online, accounting for 13% of its total annual revenue; members that HoustonPBS engages online donate 25% more often than the organization's other donors

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. The company'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.



Austin | Berkeley | Washington, DC
888-528-9501 | 512-652-2600 | info@convio.com | www.convio.com