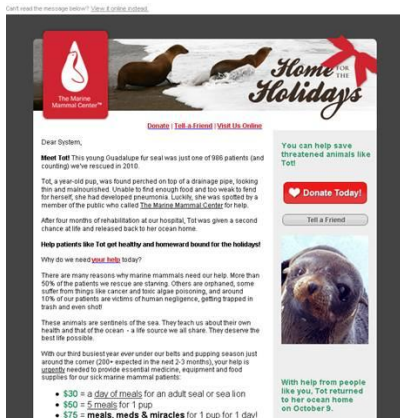


# Common Ground™ Campaign Services

## End of Year Fundraising



Is your nonprofit ready to ramp up your online fundraising this holiday season?

According to a study commissioned by Convio on year-end giving last season, 74 percent of US adults planned on donating during the holiday season, amounting to an expected \$48 billion in November and December. And additional research from Convio's partner Network for Good found generous procrastinators donate in droves on December 30 and 31. More than 20% of all giving for the entire year occurs in the last 48 hours of the calendar year!

Relationships between charities and their supporters matter—online as much as offline. Even small improvements in the online experience can make a big difference in the funds you raise for your mission in 2011. Yet organizations often struggle to maximize their end-of-year campaigns, whether due to the seasonal crunch, a major

event, staff turnover, or other development capacity issues. Convio is here to help.

This year we're bringing our unmatched online fundraising expertise to our Common Ground customers with a special end-of-year campaign services program, a 7-week course where our experts will partner closely with you to ensure your end-of-year fundraising campaign's success with:

- Multipart email campaign (3 messages + donation form + links to share message on social media/ecards)
- Special coaching calls lead by a Convio GO! Consultant
- Convio-led production
- Launch a campaign during the module

### HOW IT WORKS

We keep it short and we make it easy. Convio's consultants will lead you on the most direct route to fundraising. We'll share examples to inspire you and then offer feedback on your creative campaign ideas, copy, and photos you submit. Using our Common Ground Fundraising product, our interactive production staff will build and test your online campaign with your revisions and approval. And we'll ensure the campaign gets delivered, through snow, sleet, and even your staff's vacation schedules!

"Ten percent of our fundraising online was in December – biggest percent ever, and although only \$22,000 was directly via email, the (EOY) campaign definitely grew all online donations."

Marketing Strategy and Development  
Officer  
Marine Mammal Center

To keep program services affordable, all webinars and office hours are held in a virtual classroom setting with multiple program participants and our structured, multi-part email campaign approach helps clients quadruple the funds raised at year-end versus a single appeal email. Learn how we can drive similar results for your 2011 end of year efforts by contacting Convio today.

### 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, nonprofits can more effectively raise funds, advocate for change and cultivate relationships with donors, activists, volunteers, event participants, alumni and other constituents. For more information visit [www.convio.com](http://www.convio.com)

Austin | Berkeley | Washington, DC  
888-528-9501 | 512-652-2600 | [info@convio.com](mailto:info@convio.com) | [www.convio.com](http://www.convio.com)