

AIDS Foundation Houston



"Client focus was a major reason for selecting Convio as our technology services partner. The personal relationships and consistent support from Convio staff continue to keep us engaged, and Convio's individualized strategy has helped us go from 'walk' to 'run' by using Convio tools for greater efficiency and effectiveness."

— Amy Tanner, Development and Marketing Manager
AIDS Foundation Houston

About AIDS Foundation Houston

AIDS Foundation Houston, Inc. (AFH) is a 501(c)(3) nonprofit corporation founded in 1982 as Texas' first organization dedicated to HIV prevention education and services. Its mission is to create positive social impact through the innovative management of HIV/AIDS and other chronic diseases. With innovative programs in education, disease prevention, and client services, AIDS Foundation Houston strives to eradicate HIV/AIDS and other chronic illnesses. The organization prides itself in its collaborative relationships with governmental, community, AIDS-service, and faith-based organizations in developing a continuum of care for people with HIV/AIDS, collaborating with more than 100 community agencies to provide HIV outreach, education, and service.

Summary

After two years of working with Convio, AIDS Foundation Houston has significantly increased total revenue through online donations. Its annual AIDS Walk Houston generated more than \$944,000 in 2008 – a 64% increase since 2006. Using Convio TeamRaiser™ and eCommerce has allowed AIDS Foundation Houston to operate more efficiently by streamlining communications with volunteers and donors. The organization has grown its house file from 4,825 usable email addresses in December 2006 to 10,375 in January 2008, expanding its outreach by 115%.

Challenges

AIDS Foundation Houston needed an efficient way to communicate with large numbers of constituents online and capture and store constituents' interests and email addresses. In addition, the organization managed its multiple fundraising events manually, draining staff time that could be spent on mission-related activities. The organization's Web site, www.AIDShelp.org, generated little traffic, and updates were cumbersome and time-consuming.

The Convio Solution

Convio's integrated online constituent relationship management platform allows AIDS Foundation Houston to expand outreach and build deeper relationships with donors and other key audiences by using:

- Convio Fundraising/TeamRaiser™ to give constituents and AIDS Walk participants easy-to-use tools to reach out to their personal networks on behalf of the organization;
- Convio eCommerce to help manage ticket and merchandise sales and provide an additional channel for shoppers to purchase goods and/or services to benefit the organization's programs and services;
- Convio Virtual Administrator to help implement and administer new online campaigns, event alerts, reporting and analysis, as well as troubleshooting; and
- Convio Web Content Management (Convio PageBuilder) to allow staff to easily update the organization's Web site.

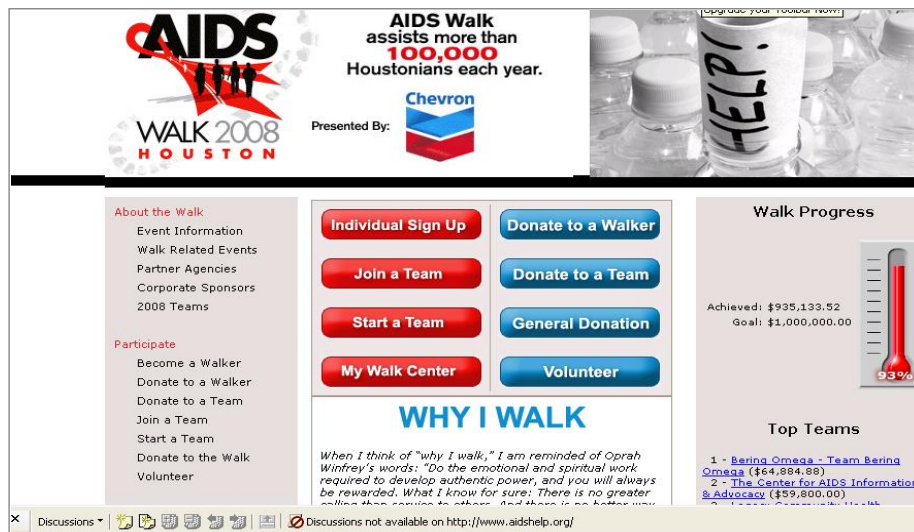
Annual AIDS Walk Houston

Since 1989, AIDS Foundation Houston has held an annual AIDS Walk (<http://www.aidswalkhouston.org/>) to benefit AIDS Foundation Houston, Inc. and Houston-area HIV/AIDS service organizations. The organization

began using Convio TeamRaiser for its 2007 AIDS Walk to mobilize volunteers and donors and expand online participation through their own personal networks. In two years, online donations from the Walk have increased from \$400,000 in 2006 to more than \$660,000 in 2008, with total revenues increasing 64%, from \$597,000 in 2006 to more than \$944,000 in 2008.

Camp Hope Email Campaign

To drive donors to make an online gift, AIDS Foundation Houston created an attractive, emotional eCard about Camp Hope, the organization’s week-long summer camp for HIV-positive children. The campaign included an online appeal that generated the same annual return that would have been raised with a direct mail campaign at a fraction of the cost. AIDS Foundation Houston is expanding this campaign to four focus areas in 2008, anticipating similar results with each of the postcard campaigns.



AIDS Foundation Houston uses TeamRaiser for its annual AIDS Walk Houston, increasing donations by 64% in two years since using Convio.

Results

- Increased online donations from AIDS Walk Houston by 60%, raising more than \$660,000 in 2008, with total revenues from the Walk increasing from \$597,000 in 2006 to more than \$944,000 in 2008.
- Grew online annual donations to all other programs from \$2,000 to more than \$100,000 annually.
- Captured more than 20,000 active email addresses, growing its house file by 115%.

The Convio Difference

Designed to meet the unique needs of nonprofit organizations, Convio’s integrated software suite includes products for fundraising, advocacy, events, ecommerce, 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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