

## CONVIO CASE IN POINT: DAILY BREAD FOOD BANK



“We’re providing better service to our donors. As a donor, you want to know where your money is going and what impact it’s having. And, the communications and best practices through TeamRaiser and the Go! program help us communicate that more effectively.”

— Sarah Anderson, Senior Manager, Communications  
Daily Bread Food Bank

### OVERVIEW

As Canada’s largest food bank, Daily Bread serves people through neighborhood food banks and meal programs in more than 170 member agencies that see a monthly average of 73,000 client visits. With just two communications staff members and seven staffers handling fundraising and tax receipts, Daily Bread was looking for a more efficient and effective way to manage donor communications and online fundraising.

“We were looking for an alternative solution for managing online fundraising teams for our three annual campaigns,” said Tamar Shostakovsky, Development Coordinator, Daily Bread Food Bank. “We also were doing some online communications, but they were scattered throughout the organization — we weren’t doing as much with them as we could have been.”

After hearing about Convio products from Ontario Association of Food Banks, Daily Bread began using TeamRaiser™ in 2010 to help manage their online fundraising teams. They also joined the Convio Go!™ guided fundraising program the same year to improve their donor communications and campaigns.

### CHALLENGES

- Had separate email newsletter subscriber and donor lists, and sent emails in an ad hoc way
- Had no annual communications calendar
- Focused on three annual fundraising drives, and did not spend time planning interim communications to deepen relationships with donors and other constituents

### SOLUTIONS

- Chose Convio TeamRaiser to empower supporters to fundraise online on behalf of Daily Bread
- Joined the 12-month Convio Go! program to get the tools, training, and support they needed to achieve fast online fundraising success
- Through Convio Go!, built a year-long communications plan and launched a monthly email newsletter, ecards for donor recognition, and a strategic end-of-year giving campaign

### RESULTS

- Raised nearly \$60,000 from an end-of-year giving campaign — their most targeted campaign ever
- Getting positive response and donor leads from email newsletters, ecards, and other communications
- “We’re now working more closely together to ensure we’re communicating with people the way we should, and we’re talking more about how to apply the best practices we’ve learned from the Go! program to our communications,” said Anderson.

### ABOUT CONVIO

Convio is a leading provider of on-demand constituent engagement solutions that enable nonprofit organizations to more effectively raise funds, advocate for change and cultivate relationships with donors, activists, volunteers, alumni and other constituents.

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