

# CONVIO STRATEGIC SERVICES CASE IN POINT: CROSS INTERNATIONAL



“Convio Strategic Services not only gave us new insights from our constituent data, but also interpreted those insights and helped us implement strategies to take advantage of them. This helped us make better decisions and raise more money through our campaigns.”

— Jim Cavnar, President, Cross International

## OVERVIEW

Cross International is a Christian relief and development organization that provides food, shelter, medical care, water, education, self-help programs, care for orphans, and emergency relief to the poorest of the poor around the world in the name of Christ.

The organization wanted to improve the results of their fundraising campaigns by getting to know their constituents better and targeting the ones that were more likely to give. The organization chose a Business Intelligence solution from Convio Strategic Services to append third-party demographic information to their database in order to “slice and dice” campaign performance at a more granular level and see the data in a user-friendly graphical dashboard.

The Strategic Services team helped the organization analyze campaign performance across campaigns within a given year, month, theme, offer, etc. They found numerous demographic variables that were more responsive and profitable than others. From this intelligence, they created an additional layer of selection criteria that separated the unresponsive constituents from those that had a higher likelihood to respond. Using this newfound information, the organization was able to improve campaign income by 10%.

## CHALLENGES

- Needed to analyze fundraising campaign performance and find ways to improve return on their investments
- Wanted to better inform fundraising campaign decisions by adding third-party demographic data to existing constituent data
- Was looking for an easy way to view constituent data including demographic, lifestyle, and philanthropic information

## SOLUTIONS

- Chose Strategic Services for a Business Intelligence solution that appended 90 third-party demographic variables to their constituent database
- The Strategic Services team helped Cross International to analyze campaign performance across campaigns with a given year, month, theme, offer, etc.
- Solution included graphical dashboards that allowed staffers to self-serve ad hoc graphs, dashboards and reports

## RESULTS

- Found numerous demographic variables that were more responsive and profitable than others
- Created an additional layer of selection criteria that separated unresponsive constituents from those that had a higher likelihood to respond
- By targeting constituents more likely to respond, the organization improved campaign income by 10%

## 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.

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

