

Convio Advocacy

The Internet has transformed the way nonprofits approach grassroots advocacy. It provides a low-cost way to reach people quickly and inspire them to influence policy makers through phone calls, letters, emails or the media. And, it does more: It’s an effective channel for growing your email list and building relationships with constituents so that they become long-term activists and, potentially, loyal donors in the future.

Convio Advocacy is part of Convio’s comprehensive suite of online marketing products. It helps you use the Internet as part of a multi-channel approach to building an ongoing relationship with a growing network of constituents who are ready to support the issues most important to your organization. Your activist base will grow as you invite donors and other supporters to take action, and as your action network forwards information to friends and family.

Features

Using Convio Advocacy for Policy Change

Convio Advocacy provides a complete online solution for encouraging and managing grassroots activism. It includes applications for creating and sending email communications to activists, and publishing and delivering online action alert forms. Activists can respond to online action alerts by completing action alert forms online, searching for specific elected officials within Convio’s built-in advocacy databases, targeting their messages to the right decision-makers, and sending their responses securely via email, web form or fax.

Feature	Details
TARGET DATABASES	
Federal Officials	White House, US Congress, Congressional Leadership and Committees, Cabinet Officials and Federal Agencies, including support for regulations.gov which allows public comment on government regulations for almost 300 federal agencies.
State Officials	State government and legislative officials database (including Lieutenant Governors, State Attorneys General, State Treasurers, State Secretaries and State Insurance Commissioners).
Media	Media contact database for print, radio and television organizations. Contact information for more than 1,500 daily newspapers, 1,300 weekly newspapers, and 1,300 magazines includes an email address and/or fax number. Supports other media types such as radio stations, television stations, online publications, and foreign press.
Congressional Votes	All US House and Senate Roll Call votes for use in creating “thank or spank” action alerts and legislative Scorecards.

ENSURING MESSAGES ARE DELIVERED

Flexible Delivery Options Select delivery by email, webform or fax with configurable automatic rollover to a secondary channel; give activists the option to print and mail their action alerts. Limit action alerts to be sent only once per constituent.

Improving Congressional Communications Convio is a leading participant in the Congressional Management Foundation Communicating with Congress project and a founding partner of Congressional Management Foundation's Partnership for a More Perfect Union. Through our partnership with CMF, Convio is working to improve the relationship between citizens and Congress and to facilitate more meaningful and manageable dialogue.

Using Convio Advocacy to Grow Support

The size of your email list directly impacts your organization's ability to communicate with constituents, mobilize them, and inspire them to donate and provide other forms of support. That's why Convio Advocacy helps you to not only influence public policy decisions through mass mobilization, but also helps you grow your list of supporters and keep them involved.

It's built with this idea in mind: People who are touched by your organization's mission are likely to sign a petition and even pass it along to friends and family, so using petitions and "tell-a-friend" approaches are great ways to build your organization's email list. And, the new constituents you acquire through advocacy actions are likely to be emotionally connected to your organization, allowing you to build a strong relationship with them over time. They'll feel much more connected to your organization if they regularly take action on issues that you and they both care about.

Feature	Details
SPREAD THE WORD	
Tell-a-Friend	Enable activists to forward action alerts to friends, family members and colleagues.
eCards	Host eCards on your website so constituents can send them to friends and family.
Social Sharing	Using the Advocacy API, host actions and action lists on social networking sites like Facebook™ or Twitter™, or on other Content Management Systems, or even an iPhone App. All data flows back to Convio, yet constituents never have to leave their preferred application.
Multiple Communication Channels	Develop multi-channel campaigns using petitions, action alerts, micro-sites, social media and offline channels to drive people to your website where they can be converted to constituents.

INCREASE NUMBER OF ACTIONS TAKEN

APIs	Alerts can be anytime and anywhere, including Facebook fan pages, iPhone Apps, websites, or text messages.
Multi-Affiliate Support	Support for federated organizational structure where advocates can maintain a relationship with local affiliate and/or the national organization.

Convio Advocacy for Raising More Money

Advocates tend to be some of the most committed supporters of an organization. They care deeply about the mission and about the impact of the mission on public policy, so they can be a significant source of prospects for fundraising. In fact, the most successful organizations are converting as much as 22 percent of their online advocates to donors – and at a much higher ROI than a traditional direct mail prospecting program.

That's why Convio Advocacy is tightly integrated with fundraising and marketing products on the Convio online marketing platform. The integration makes it much easier to raise funds from activists and to engage donors in advocacy – both of which will raise overall revenue and enhance overall donor lifetime value.

Feature	Details
Segment Your Advocate Base	Advocates and donors are stored in a single database. Segment the database so that tailored messages can be sent to advocates who are not donors, or donors who are not advocates.
New Advocates	Welcome new advocates with a specially tailored welcome series of emails which encourage them to become donors.
Track Results	Convio's comprehensive reporting and analysis allows you to understand the online behaviors of constituents so that cross-marketing becomes a snap. For example individuals who took action on specific issues, might be willing to make donations to support the organization's work on those issues.

Optimizing the User Experience

Feature	Details
Empower Activists	Allow activists to quickly locate information about their federal and state representatives in one of the databases provided with Convio Advocacy.
Make It Easy	The user experience is fully configurable so that, for example, an action thank you page can be a donation form. In addition, show activists which action alerts they have taken part in and which ones they haven't yet acted on. Authenticate activists automatically using auto-login links so they can take action from any computer without having to remember username/password.
Personalized Content	Configure email and website content to automatically include personal information, such as first name, and content based on constituent interests, geographic location, history with your organization, and more.
Flexible Form Layouts	Complete control over alert appearance and user flow. Easy to integrate YouTube videos into alerts.
Integrates Easily into Your Website	Integrate advocacy-related information throughout your website with a consistent look and feel. Using the Advocacy Application Programming Interface (API), you can also create a highly customized personal action center for contacts in Convio, or in a third-party CMS.

Reporting with Convio Advocacy

One of the major benefits of using online tools to help with your overall advocacy efforts is stronger tracking. Tracking both aggregate and individual response will help you evaluate and improve your campaigns.

Using Convio Advocacy's dashboard, you can view executive-level statistics for one or more alerts. These may include the total number of constituents taking action, the number of new constituents added, the total number of email, fax and printed letters sent, calls logged, and alert response statistics (number of invitations, number of emails, average click-through rate and average unsubscribe rate). You can also run detailed reports on alerts (summary information, number of messages sent per channel, listings of individuals who responded to an alert, and alert recipients) as well as a range of analysis and delivery reports.

The Convio Platform: A Solid Infrastructure

Using advocacy to effect policy change, grow organizational support and increase fundraising effectiveness requires an integrated platform of tools built on a solid IT infrastructure. The platform must be robust enough to ensure that websites can handle high volumes of traffic, and that email deliverability rates to your constituents are high.

Numerous factors can trigger email delivery barriers and significantly diminish your organization's efforts to effectively communicate with constituents. Convio's solid infrastructure has yielded an email deliverability rate that's unmatched in the industry: Our ongoing investments in this area mean that we average about 98 percent deliverability. So, you can be sure that Convio emails are reaching their targets – whether they're the constituents who you want to take action, or the elected officials to whom your constituents are sending messages.

About Convio

Convio is the leading provider of on-demand constituent relationship management (CRM) software and services that give nonprofit organizations a better way to inspire and mobilize people to support their organization. Convio Online Marketing, the company's online marketing suite, offers integrated software for fundraising, advocacy, events, email marketing and web content management, and its Convio Common Ground™ CRM system helps organizations efficiently track and manage all interactions with supporters. All Convio products are delivered through the Software-as-a-Service (SaaS) model and are backed by a portfolio of best-in-class consulting and support services and a network of partners who provide value added services and applications focused on the unique needs of nonprofit organizations. For more information, please visit www.convio.com.

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