

Convio Advocacy

Drive the actions you want, from the constituents you want, on the issues that matter most to your organization

Using the Internet for grassroots advocacy is highly effective. That’s why Convio Advocacy was designed specifically to help you use the Internet to mobilize people quickly around the issues most important to your organization. And, as part of Convio’s integrated suite of online marketing products, it helps you grow your activist base through your website and new media channels, and by giving your activists tools for sharing information with friends and family. Convio Advocacy also helps you grow stronger relationships with impassioned constituents, inspiring them to become donors and long-term supporters.

In short, Convio Advocacy helps you win policy campaigns, grow your base of supporters, and raise more money. Here’s how:

FEATURES AND BENEFITS

Win Policy Campaigns

Convio Advocacy provides a complete online solution for creating and managing powerful policy-influencing campaigns. You can publish custom action alerts to your website, and create and send compelling emails to constituents to motivate them to take action. And, you can take complete control over the layout of your constituents’ online experience — from action alert and email appearance to suggested text for constituents’ letters to decision makers. Your constituents will have everything they need to send persuasive messages, and Convio Advocacy will ensure messages reach their targets.

Feature	Details
Up-to-date legislative data with zip-to-district matching	You’ll find the officials you want to target in one of the databases offered with Convio Advocacy, including U.S. Congress, federal agencies (including regulations.gov), state officials, local officials, and media. As your activists take action online, they’ll be matched automatically with their elected officials at the federal, state, and local level. You can also create custom targets for corporate CEOs and other special contacts.
Flexible and reliable delivery options	Choose delivery channel options for activists’ letters: email/webform, fax, phone, and/or print-and-mail. Count on outstanding webform and email delivery rates, including delivery to webforms that require CAPTCHA and other logic puzzles. Automate email-to-fax rollover if delivery to a target fails.
Integrated vote data	Include U.S. House and Senate Roll Call vote data in customizable legislative scorecards and thank/spank action alerts for more impactful messages to the Hill.
Letter to the editor tools	Extend the reach of your campaigns by enabling your constituents to customize and target messages to media organizations.

Comprehensive reporting	Measure the results of your campaigns and discover ways to improve them over time by tracking both aggregate and individual response for one or more alerts. Report data may include total number of constituents taking action, number of new constituents added, total number of email, fax and printed letters sent, calls logged, and more.
Multi-affiliate support	Engage supporters at both the national and local levels by supporting your affiliate organizations via the Convio MultiCenter product, an optional add-on to Convio Advocacy. With Convio MultiCenter, you can give your affiliates the ability to create and maintain their own local websites and emails while preserving your organization's brand.

Grow Your Base of Supporters

Advocacy is one of the most effective tools you can employ in your list-building strategy. It provides captivating issues to catch the attention of new supporters and inspire existing activists to help you get the word out to their networks. That's why Convio Advocacy gives you tools to reach more people through compelling email and website content, "tell-a-friend" tools, and new media channels including Facebook™, Twitter™, mobile websites, and smartphone apps. Your base of supporters will grow as more people are moved by your organization's top issues.

Feature	Details
Advocacy content integration	Integrate action alerts throughout your website to grab the attention of new site visitors and convert them into advocates. Display action alerts with a consistent look and feel to your main website or to micro-sites developed to host advocacy campaigns.
Personalized action centers	Highlight your organization's top issues on your website, creating different engagement pathways for logged in/non-logged in users and showing your activists which action alerts they have taken part in and which ones they haven't yet acted on.
Personalized email and website content	Personalize email and website content to automatically include information such as first name and geographic location. Tailor message content based on constituent interests and action history.
Custom design/layout options	Take full control over the design and layout of your action alerts and emails, and easily conduct A/B tests to optimize performance. Increase the impact of each constituent's action letter by creating suggested text, and configure how much of an activist's letter can be edited and what information is required.
Multi-channel communications	Create campaigns that take advantage of the different ways that people take in information and reply to communications: websites, social media sites, texting, phone calls, direct mail, and email. Convio Advocacy supports this multi-channel approach, helping you reach more constituents, get them more involved, and build a long-term relationship with them.
Social sharing	Share actions on social networking sites like Facebook and Twitter, and use tell-a-friend messages and ecards to enable your activists to get their friends and family involved.
Open system	Easily extend the reach of your advocacy campaigns to new and existing constituents through Facebook, mobile websites, smartphone apps, and text campaigns using the Convio Advocacy Application Programming Interface (API). All information flows back to Convio Advocacy for your use, and constituents never have to leave their preferred application.

Raise More Money

Advocates care about your organization’s mission and its impact on public policy, making them a significant source of prospects for fundraising. That’s why Convio Advocacy is tightly integrated with fundraising and marketing products on the Convio online marketing platform — the integration helps you raise more funds from activists and engage donors in advocacy issues. You’ll raise overall revenue and enhance donor lifetime value by getting constituents more involved.

Feature	Details
Segmentation and personalization	Store information about your advocates and donors in a single database; segment the database to send tailored messages to advocates who are not donors and vice versa.
Automated email follow-ups	Welcome new advocates with a specially-tailored welcome series of emails that engages them at a deeper level and eventually converts them to donors.
Integrated platform	Integration with other Convio online marketing tools allows you to drive activists to donation forms and donors to action alerts. Auto-login links from emails will populate constituent data so supporters can take action or donate without having to remember username/password.

The Convio Platform: A Proven Infrastructure

Using the Internet to effect policy change, grow your support base and raise more dollars requires integrated tools built on a time-tested IT infrastructure that’s robust enough to ensure high email delivery rates. Convio’s proven infrastructure has yielded an email delivery rate that’s unmatched in the industry: about 98 percent. So, you can be sure that your 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 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. 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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