



ADVOCACY

Drive Action on the Issues that Matter Most

Using the Internet for grassroots advocacy is highly effective. Convio Advocacy lets you use the Internet to mobilize people quickly around the issues most important to your organization. As part of the Convio Luminat™ Online suite of marketing

products, it helps you grow your activist base through your website and new media channels. Convio Advocacy also helps you grow stronger relationships with impassioned constituents, inspiring them to become donors and long-term supporters.

Convio Advocacy Helps You:

- Win policy campaigns
- Grow your base of supporters
- Raise more money

WIN POLICY CAMPAIGNS

Convio Advocacy provides a complete online solution for creating and managing powerful policy-influencing campaigns. Publish custom action alerts to your website, then create and send compelling emails to constituents to motivate them to take action. You have 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.

• 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 automatically matched with their elected officials. You can also create custom targets for corporate CEOs and other special contacts.

• Flexible & 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



Publish custom action alerts to your website to motivate action.

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 using Convio Luminare MultiCenter, an optional add-on to Convio Advocacy. With MultiCenter, you can give your affiliates the ability to create and maintain their own local websites, action alerts, 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. Convio Advocacy gives you the ability 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.

- **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 microsites developed to host advocacy campaigns.

- **Personalized Action Centers**

Highlight your organization's top issues, creating engagement pathways showing your activists which action alerts they have taken part in and which ones they haven't yet acted on.

- **Personalized Email & 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 email tests to optimize performance. Suggest action letter 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



Multi-channel communications help you to reach more constituents.

reach more constituents, get them more involved, and build long-term relationships.

- **Social Sharing**

Share actions on social networking sites like Facebook and Twitter, and use tell-a-friend messages and ecards to enable activists to get friends and family involved.

- **Open / APIs**

Easily extend the reach of your advocacy campaigns to new and existing constituents through Facebook, mobile websites, smartphone apps, and text campaigns using the Advocacy Application Programming Interface (API). All information flows back to Convio Advocacy for your use, and constituents never have to leave their preferred application.

STRATEGIC SERVICES

Let Us Help You Reach Your Constituent Engagement Goals

Whether you are new at using integrated marketing to engage constituents or you're ready to boost the effectiveness of your existing fundraising programs, the Convio Strategic Services team can help you plan and execute a winning strategy for acquiring and engaging individuals and converting them into lasting supporters.

- **Integrated Strategy**

From defining priorities and setting goals to measuring success, we help you develop a multi-channel strategy that supports your objectives and integrates with your existing marketing and fundraising initiatives.

- **Campaign Management**

We help you plan and execute one-time or ongoing campaigns that include multiple online and offline channels. Services include campaign strategy, database segmentation, reporting and analysis—with project management services each step of the way.

- **Data Analytics**

Whether you need comprehensive analytical support or a one-time predictive modeling solution to improve your fundraising campaigns, we tailor our data analytics services to meet your specific needs.

- **Interactive Marketing Services**

For a boost to your web and email presence, Convio offers creative services including graphic design, information architecture, website analysis and interactive / multi-media projects.

Convio Luminate™ + Advocacy

Complete Luminate Online Solutions

Convio Luminate Online is a suite of powerful and extensible applications for email marketing, fundraising, content management, advocacy and events. Use Luminate Online to coordinate all your online constituent engagement activities.

- Acquire, renew and upgrade donors online.
- Allow sustaining donors to manage their sustaining gifts and set up automatic payments through the Self Service Center.
- Sell real and virtual products through the Shopping Cart.
- Collect RSVPs and sell tickets to events through the Calendar.
- Grow peer-to-peer fundraising through honor, memorial, and virtual campaigns using Personal Fundraising.
- Manage large-scale participant events such as walks and races using TeamRaiser™.

Multi-Channel Engagement with Luminate CRM

The Luminate Online system is fully integrated with Luminate CRM for powerful, multi-channel constituent engagement. Use the suite with Convio Advocacy to manage all of your multi-channel relationships.

- See a complete view of your constituents and their online / offline interactions and relationships.
- Use dashboards to track multi-channel campaign results.
- Create and segment lists for integrated multi-channel campaigning.
- Use online data to make your multi-channel campaigns more dynamic with more relevant and appropriately targeted messages.
- Use analytics to gain predictive insights that allow you to increase constituent interactions, engagement, and giving.

Learn More: www.convio.com/luminate

 **CONVIO**® LUMINATE™

ABOUT CONVIO

Convio is a leading provider of on-demand constituent engagement solutions that enable nonprofit organizations to maximize the value of every relationship. With Convio constituent engagement solutions, nonprofits can more effectively raise funds, advocate for change and cultivate relationships with donors, activists, volunteers, event participants, alumni and other constituents. Convio offers two open, cloud-based constituent engagement solutions: Convio Common Ground CRM™ for small- and mid-sized nonprofits and Convio Luminate™ for enterprise nonprofits. Headquartered in Austin, Texas with offices across the United States and United Kingdom, Convio serves more than 1,500 nonprofit organizations globally. Convio is listed on the NASDAQ Global Market under the symbol CNVO. For more information visit www.convio.com.

Copyright © 2011 Convio, Inc. All Rights Reserved. Convio, Convio Go!, Common Ground, Luminate and TeamRaiser are trademarks and registered trademarks of Convio, Inc. in the United States and other countries. All other product names mentioned herein are the trademarks of their respective owners. V08.30.11