



# SOCIAL

## Fully Integrated Social Fundraising

**The future is here and it's social.** Half the U.S. population is on Facebook, and 1 in 10 shares their lives on Twitter, 140 characters at a time. And according to Convio's *The Next Generation of American Giving* study, there's rare consensus among ALL generations that peer-to-peer solicitation is preferable to direct mail and email.

What if you could bring the two together, social media and online giving, and empower your committed supporters to fundraise on your behalf without needing technical staff? Passionate supporters inspiring friends and family to make donations through Facebook. Constituents sharing their fundraising efforts via Twitter. Colleagues updating their coworkers and professional peers on fundraising efforts via LinkedIn. The possibilities are endless. And with gift and donor data flowing seamlessly into your database, social media *finally* saves you precious time.

Convio's new Common Ground™ Social product offers a complete social fundraising solution, fully integrating your donor database and fundraising efforts while delivering the exposure that only social media sites can deliver.

According to recent research<sup>1</sup>, the average Internet user has

**650+**  
SOCIAL TIES,  
both online & offline.



### TAP INTO THE POWER OF SOCIAL NETWORKS

Common Ground Social gives you the power to control your message but allows supporters to tell their story and to reach new donors through social networks on popular sites like Facebook, Twitter and LinkedIn. And it's easy because social is part of Common Ground's DNA. Built on the flexible Force.com platform, Common Ground was designed to accommodate the changing social media landscape.

<sup>1</sup> *Social networking sites and our lives*, Pew Research Center's Internet & American Life Project; June 16, 2011.  
<http://www.pewinternet.org/Reports/2011/Technology-and-social-networks.aspx>

---

## KEY FEATURES

Getting started has never been easier. Thanks to Common Ground's hallmark easy-to-use interface, you can design and launch your social fundraising campaign all within minutes, with no technical expertise required.

- **Simple, Streamlined interface**

Supporters can register, personalize, and share their unique fundraising page in three easy steps. Common Ground is simple for your organization to set up and run.

- **Built Into Your CRM**

Track and interact directly with your fundraisers and everyone who supports your cause—from your donor database

- **One-Click Social Sharing**

Peer interaction and donations are built in—not tacked-on as an afterthought.

- **Automatic Relationship & Soft Credit**

Because it's all one system, Common Ground Social automatically stores who knows who, as it credits each fundraiser with recruiting each new donor.

- **Data Flows Seamlessly**

When a donation comes in through Common Ground Social, information about the donor and their gift shows up automatically in your database. No importing or exporting needed!

- **Control Your Message**

Make your mission clear, with the ability to include default boilerplate and coaching tips to help ensure success.

---

## LEARN MORE

Embrace social fundraising and extend the development power of your organization. Analysis of internet-enabled peer-to-peer fundraising shows that each volunteer fundraiser can recruit 3 new donors on average. By making involvement accessible to everyone, you'll be able to quickly and easily supplement existing campaigns and events and can reach new supporters – all for a low cost and with little time required by you and your staff.

---

## 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](http://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. V09.12.11