



# CMS

## Your Window to the Digital World

**Your website is a critical link between you and your constituents**—it's often where you first communicate your mission and connect with your supporters.

The Convio Content Management System (CMS) offers a fully

integrated approach to building and managing websites and engaging your supporters. Convio CMS™ goes beyond simple web administration to provide a complete solution for your marketing team—listening, capturing, and serving as your ear to the digital world to keep you

informed of what's happening with your supporters. CMS contains the complete toolset for all your daily administrative needs, but it truly shines as a meeting ground for all the multi-channel activity connected to your website.

## A SCALABLE WORKFLOW FOR YOUR ENTIRE ORGANIZATION

Convio CMS grows and scales with your organization, supporting your web presence as it evolves and expands.

- **Content Workflow**

Create multi-step workflows to control authoring and publishing rights for different types of content or sections of your site.

- **Multiple Content Authors**

Distribute ownership to multiple content authors to keep messaging relevant and up-to-date using group-based or individual permissions.

- **Multiple Websites**

Broaden your web presence—CMS can support web presences of one, ten, or a hundred. Each site can accommodate one to 100,000 content items.

- **Professional Templates**

Develop professional and attractive page templates to ensure consistent branding and imagery throughout the site. Control the code that Convio CMS produces using a template-driven presentation engine.

- **Visual Control and Consistency**

Enforce corporate styles and branding based on your business rules. Create your own style sheets to control presentation using CSS.



Polished templates ensure consistency throughout the site.

- **Dynamic Visual Elements**

Use client-side scripting languages like JavaScript and DHTML. Embed interactive elements including Flash and streaming media.

- **Custom Content Types**

Create a series of content types—each with their own structure and author experience—to support your organization’s unique needs. Create website sections using discrete and multi-level folders. Publish folders and pages with clean URLs. Produce URL aliases for use in print and other traditional media.

- **Content Categories**

Create a hierarchy of categories for your content. Tag content with terms from your catalog to create dynamic list displays and help users search and find content.

- **Multi-Affiliated Websites**

Host websites at all levels of your affiliated or chapter-based organization with MultiCenter functionality. Give your affiliates the ability to create and maintain their own local websites while preserving your organization’s brand.

## EASE OF USE

Convio CMS makes it easy to manage a professional, enterprise website. Through the flexible administrative interface, you can accommodate your team’s abilities, making it easy for people to contribute, regardless of technical experience.

- **Explorer-Based Interface**

Organize files using an explorer-based interface that will be familiar to anyone.

- **Easy Form Creation**

Create professional looking content using forms from the very simple to the very complex.

- **Permission-Based Toolbar**

Move quickly through editing and management tasks.

- **HTML Editor**

Style content and add interactive components.

- **Custom Spelling Dictionary**

Save time while editing by adding proper nouns and common terms.

- **Global Find & Replace**

Easily make minor edits across multiple pages.

- **Dynamic Reports**

Convio CMS keeps tabs on your content with reports on publication dates, broken links, and workflow progress.



Convio CMS makes it easy to manage an enterprise site.

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## REACH MORE SUPPORTERS

Great professional content is just the start. Use analytics to understand your audience, improve your reach with SEO, and get your content to more people through syndication and mobile optimization.

- **Search Engine Optimization**

Friendly URLs, page-specific meta-descriptions and meta-keywords, Google Sitemap, and even a smart 404 redirection tool.

- **Web Analytics**

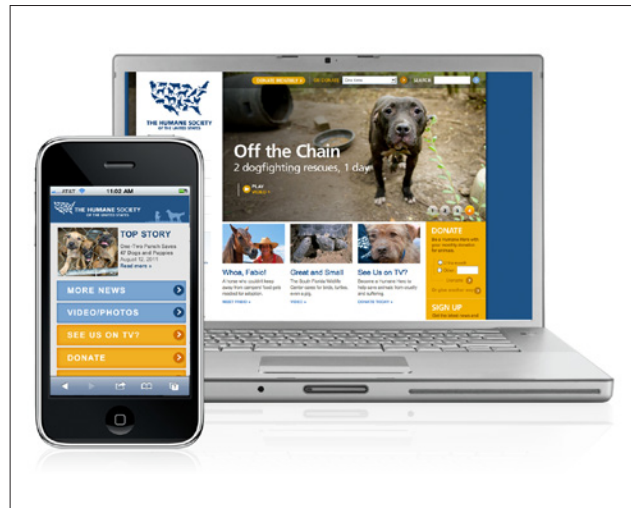
Analyze your web traffic by downloading web log data and integrate with your on-demand solution of choice (e.g. WebTrends, Google Analytics, Omniture).

- **Mobile Detection & Optimization**

Mobile optimized websites with automatic device detection for over 1,500 devices.

- **Content Syndication**

Extend the reach of your web presence by distributing content such as news, jobs and blog posts in RSS and other XML formats.



*Increase your audience with mobile optimization.*

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## ENGAGE SUPPORTERS THROUGH MULTIPLE CHANNELS

Your website is the focal point of all of your multi-channel interactions. Convio CMS supports advanced integration with social media, mobile, and other systems at the content, authentication and constituent data levels.

- **Social Media Integration**

Turn site visitors into word-of-mouth advocates and track when they post, share or tweet your content.

- **Open Authentication**

Participants can sign up and sign on to a Convio-powered site with their favorite social media site login.

- **User-Generated Content**

Build forms to capture user-generated content so supporters can tell a personal story in their own voice. Keep the conversation going using syndication to social media, commenting, blogs, crowdsourcing, and more.

- **Open / APIs**

Integrate your website with other applications by sharing sessions using an application program interface (API). Manage constituent data and groups or enable single-sign on to 3rd party web services.



*Convio CMS supports advanced integration with social media.*

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## KEEP COSTS DOWN

Convio CMS is an on-demand, hosted platform that eliminates the need for hardware, hosting, and additional software.

- **Advanced Technical Infrastructure**

Built to anticipate, detect and rapidly expand the amount of storage or bandwidth that organizations need during times of high traffic.

- **Cloud-Based Platform**

No software is necessary besides an Internet browser.

- **Software as a Service Delivery Model**

Enhancements and upgrades are delivered to you immediately.

**“Convio CMS has freed up our technical resources so that we can focus on more strategic initiatives.** We’re no longer mired in web authoring and fixing typos on our website. Instead, we’re optimizing metadata, improving the user experience, and fine-tuning our content based on analytics.”

*- Phoebe Lee, Deputy Director of Online Communications, UN Foundation*

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## STRATEGIC SERVICES

### Let Us Help You Reach Your Constituent Engagement Goals

Whether you need enhancements to your website design or plan to build a new or redesigned website, 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.

- **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.

- **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.

# Convio Luminare™ + CMS

## **Integration with Luminare Online**

Convio CMS is integrated with Luminare Online, a suite of integrated Constituent Engagement products for fundraising, advocacy, event fundraising, and email communications. This integration allows you to:

- Build a comprehensive web presence that includes donation forms, personal fundraising pages, event registration and peer-to-peer fundraising, advocacy actions and more.
- Personalize calls to action using attributes of a constituent's record.
- Present conditional content based on a user's attitudinal and behavioral profile.
- Track all interactions your constituents have with your website (including viewing specific pages) and use online activity to segment constituents.

## **Multi-Channel Engagement with Luminare CRM**

With Luminare CRM you can bring together the online world with the offline to create a complete view of your constituent data. Deepen your Constituent Engagement, and get the most out of every relationship through the best in integrated multi-channel marketing for nonprofits:

- Use dashboards to track multi-channel campaign results/success.
- Create and segment lists for integrated multi-channel campaigning.
- Make your multi-channel campaigns more dynamic. For example, you can use the online data you gather to enhance your direct marketing 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/luminare](http://www.convio.com/luminare)



## 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 Luminare™ 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).

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