



TEAM RAISER™

Turn Event Participants into Fundraisers

Tap into the personal networks of your strongest supporters, mobilize volunteers over the Internet, and turn your event teams into active fundraisers. Convio TeamRaiser™ is a complete online event fundraising software solution with tools to help you recruit, maximize participant fundraising, and maintain momentum long after the event.

TeamRaiser powers thousands of events each year. According to the Run Walk Ride Fundraising Council's *2010 Top Thirty Survey* (Feb 2011), TeamRaiser powered seven of the top ten events. TeamRaiser clients within the Top 30 raised over \$1 billion.

We've invested in developing a rich toolset and the right expertise

to help you maximize fundraising results and manage your events with efficiency and ease.

In 2010, TeamRaiser clients within the Run Walk Ride Top 30 raised over:

\$1 BILLION

TOOLS TO HELP YOU RECRUIT

With TeamRaiser, your supporters will find it easy to register, recruit teammates, and start raising money quickly.

- **Email Tools**

Help participants reach out to contacts and past donors. Deliver targeted, high-impact messages. Auto-generate fields from last year's event to engage past participants and donors.

- **Dynamic Photo Albums**

Inspire prospective participants via linkable event photo albums.

- **Multi-Channel Engagement**

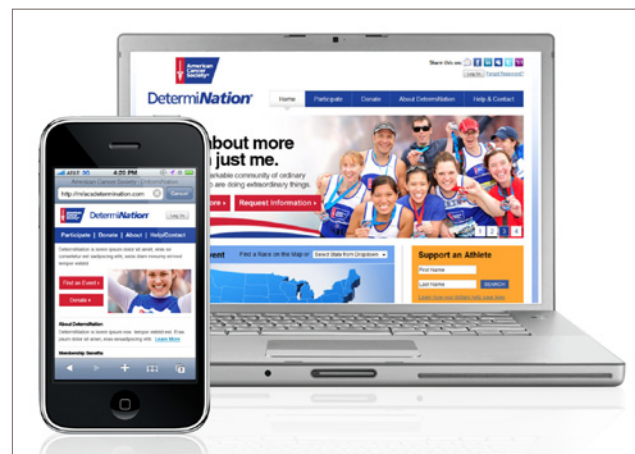
Engage prospective participants through multiple channels.

- **Address Book Online Import**

Outreach to family and friends is easy.

- **Event Manager Center**

Delegate specific, more sophisticated duties to specific trusted volunteers: goal setting, website updates, online customer support and more.



TeamRaiser includes tools to engage and recruit more supporters through every channel.

EASY-TO-USE INTERFACE KEEPS ENGAGEMENT HIGH

With TeamRaiser, your participants can create personal or team fundraising web pages organized around a central event such as a walk—and send donation appeals via email to their networks of family and friends. TeamRaiser’s streamlined interface ensures that anyone can use the tools with great results.

Participant Center: A Personalized Experience

TeamRaiser’s Participant Center provides your event participants built-in, step-by-step guidance, including helpful hints, news, key dates and more on their own personalized, password-protected fundraising site.

- **Personal Trainer**

Participants receive customized instructions for their fundraising tools with text, graphics and colors.

- **Progress Bar**

Supporters can check their progress and increase their fundraising goal.

- **Personalization**

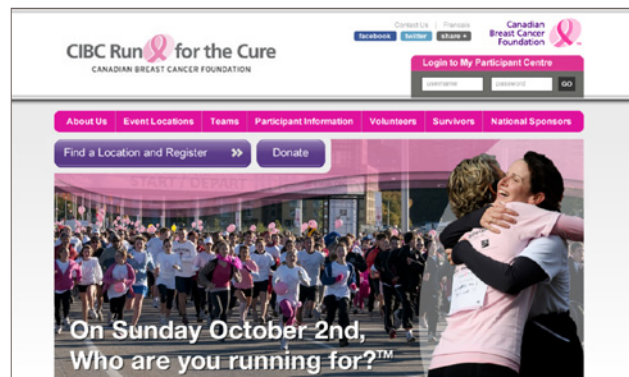
Upload a photo for personalized fundraising.

- **Scheduled Auto-Responses**

A hands-off tool for driving action.

- **URL Shortcut Tool**

Use the URL shortcut tool to create a sense of ownership and makes personal or team web pages easy to find.



Participants can log into their own personalized, password-protected site.

TAP INTO THE POWER OF PEER-TO-PEER NETWORKS

TeamRaiser includes social media integration at no additional cost. Participants can login and register, earn badges, challenge their networks, share progress, send appeals, and share their story via popular social networks.

- **Google Integration**

Google Maps integration helps get supporters to your event

- **Open Authentication**

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

- **Flickr Integration**

Flickr integration allows you to feed participants photos with one-click permissions.

- **YouTube Integration**

Participants can tell their story through words, pictures and video. Participant interviews can be posted on YouTube and embedded in your website.

PROGRESS REPORTING TO MAXIMIZE PARTICIPANT FUNDRAISING

The average nonprofit using TeamRaiser sees participation increase by 51% each year. TeamRaiser is all about making online fundraising easy and effective for your participants with the tools that novice and expert fundraisers need to reach their goal.

- **Personal Trainer**

Personal Trainer coaches participants with tips and techniques. Coaching emails and auto-responders offer automated segmentation of event participant by fundraising status, team affiliation, and more.

- **Intelligent Dashboard**

Participants know all details about their contacts: Who hasn't donated yet? Who do I need to thank?

- **Progress Tracking**

Participants can easily track their own progress and receive notifications every time a donation has been made on their behalf.

- **Milestone Reporting**

Keep an eye on the “competition” with top fundraiser and team lists, fundraising milestones and achievement badges.

MAINTAIN MOMENTUM WITH RETENTION FEATURES

TeamRaiser's retention features enable you to fundraise from the start, without starting over at every new event.

- **Early Bird Registration**

Grow your year-over-year revenue with early registration emails and early bird discounts that encourage this year's participants to register for next year's event early.

- **Saved Profiles**

Allow participants to reclaim their personal pages without the need to upload email addresses or recreate emails.

- **Tools for Returning Participants**

Returning participants know the drill and can pick up where they left off with their personal fundraising pages, address books and even donor lists intact.

OPEN, FLEXIBLE TECHNOLOGY

TeamRaiser has the flexibility to push the boundaries of the traditional run, walk, or ride event with Open APIs. Innovate, customize, and extend your event in many new ways—and the best part is, these tools are free to use.

- **Virtual Events**

Create virtual events with virtual teams.

- **Open Event Types**

Jump rope, hold a bake sale, sell t-shirts—any activity can be a TeamRaiser event.

- **Mobile Integration**

Create mobile applications for iPhone or Android.

- **Customized Participant Interface**

Create a custom participant center or let people view their progress in Facebook.

- **URL Shortcut Tool**

Create your own registration process or feed registrations into TeamRaiser from 3rd party systems.

- **Widgets**

Use widgets expand your reach to new audiences.

Convio Luminate™ + TeamRaiser

Multi-Channel Engagement with Luminate CRM

With Luminate CRM you can bring together the online world with the offline to maximize the value of your relationships across every channel:

- Use Luminate CRM dashboards to track key event, participant, team and donor metrics.
- Use Luminate CRM analytics to gain predictive insights that allow you to increase event participation and re-participation, and prevent churn of top fundraisers and teams.
- Use Luminate CRM to integrate your online knowledge about your TeamRaiser constituents to enhance your direct response messages and appeals.

Extend Your Reach Further with Luminate Online

The Luminate Online marketing suite allows you to broaden engagement with your peer-to-peer fundraisers. With Luminate Online, your TeamRaiser experience is supported with:

- Management of your event website content for a personalized constituent experience.
- Reliable and consistent email deliverability with tools to build audience segmentation groups and manage all online communications.
- Multi-Affiliate Management options for organizations that support local affiliate / division events.
- Ability to run detailed reports at a program, event, team, and / or individual performance level across key metrics.

Learn More: www.convio.com/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.

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