



# All-In-One Fundraising Software

The Convio Common Ground Constituent Relationship Management (CRM) system is designed to help nonprofit professionals like you get your job done—quickly, easily, efficiently, and with more flexibility than you ever thought possible.

**It's more than a traditional donor database.** It's one place where everyone who supports your organization—staff, executives, sponsors, volunteers, board members and even constituents—can consolidate information and support each other on common ground.



## FOCUS ON YOUR MISSION, NOT ON TECHNOLOGY.

With Common Ground, there's no hardware to purchase and maintain. No software to upgrade. No expensive training to attend. And, there's no limit to the amount of data you can store. We manage the technology so you can focus on growing your organization and achieving your mission.

Common Ground is easy for even non-technical staff to use and customize:

- **Scheduled Reports via Email**
- **Microsoft Outlook® Integration**
- **Report & Dashboard Builder**
- **Triggered Workflow Rules**
- **Custom Fields & Page Layouts**
- **Launch Secure Web Forms, Anytime**



Manage all of your data in one place for a complete view of your constituents and their activities with your organization.

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## THRIVE, DON'T JUST SURVIVE.

No matter where your fundraising strategy is headed, Common Ground can meet your evolving needs. Manage your direct mail program more efficiently. Integrate your online fundraising with your database. Incorporate social media into your marketing activities. Boost your major gift program. Track grants. Common Ground can help you with all of this, and more.

- **Pledge & Recurring Gifts**
- **Major Gift Tracking**
- **Batch Gift Entry**
- **Over 200 Built-In Reports**
- **In-Kind Gift Asset Tracking**
- **Direct Marketing & Segmentation**
- **Revenue Forecasting**
- **GI Accounting Integration**
- **Soft Credit Tracking**
- **Campaign Analysis**
- **Split Gift Designations**
- **Summary Giving Totals**
- **Grant Management**
- **Donor Classifications**
- **Bulk Acknowledgement & Receipt Mail Merge Tools**

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## MANAGE ALL OF YOUR DATA, NOT JUST DONOR DATA.

No longer will your constituent data be dispersed across dozens of spreadsheets, custom databases, and team-focused products. Common Ground gives you true CRM capabilities with value for every team member, volunteer, board member and executive:

- **Event Management**
- **Volunteer Management**
- **AppExchange Apps**
- **Microsoft Office® Integration**
- **Duplicate Management**
- **Household & Organizational Record Tracking**
- **Relationship Tracking**
- **API Integration**
- **Advanced Searching**

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## CONSTITUENT ENGAGEMENT ON THEIR TERMS.

With Supporter Center, your constituents can control their experience with your organization—update contact info, manage subscriptions and credit card information, and even manage their volunteer activity—with proactive tools that save you time so you can focus on your mission.

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## SEND TARGETED, HIGH-IMPACT EMAIL CAMPAIGNS.

Convio has partnered with best-in-breed solutions, including Vertical Response® and Constant Contact®, to help you send targeted, high-impact messages, increase relevance, and easily manage email campaigns, all within a familiar user interface.

- **Leverage Familiar Vendors**
- **Segment Your List, Including Custom Fields**
- **Get The Right Message to the Right Audience at the Right Time**
- **Low Cost & Learning Curve**
- **Integrated Functionality**
- **See Who Clicked What in Every Campaign**

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## INTEGRATED ONLINE SOLUTIONS—IT'S ALL-IN-ONE.

Double data entry, copy and paste, and complex gift imports — these are all things of the past. With Common Ground's online fundraising and event tools you've got a fully integrated, no limits solution designed for nonprofit fundraisers.

- **Secure Payment Processing**
- **Smart Phone Access**
- **Automated Recurring Gifts**
- **Customizable Form Templates**
- **Flexible Matching Criteria**
- **Email Receipts**
- **One Click Refunds**
- **Preview & Test Features**
- **Real-Time Reporting**

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## SECURE, RELIABLE, AND WEB ACCESSIBLE.

Common Ground allows your staff to focus on using your data, not on maintaining it— let us take care of that. We provide bank-grade security so your data is safe, and we perform automatic backups with available field-level auditing for additional tracking. By partnering with Salesforce.com, Convio can focus on building features designed for nonprofits while offering the strength and ongoing investment already being applied to their commercial platform. The result: a leading product with an enterprise-scale, reliable infrastructure.

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## THE MODERN ALTERNATIVE TO TRADITIONAL DONOR DATABASES

Common Ground is powerful, flexible, and scalable enough to support the largest nonprofit organizations, yet easy-to-use and affordable enough for smaller nonprofits. And, because Common Ground is a Software-as-a-Service (SaaS) model, you can access it from anywhere, anytime, from any web-enabled device. There's no software to install or maintain, and no hardware to purchase — ever. It's simply smart technology for the modern nonprofit.

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## 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).

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