

## OVERVIEW

Common Ground CRM™ provides small and mid-sized nonprofits with a simple, easy to use, complete and affordable system that combines a powerful database for donors, volunteers and other constituents with online fundraising, marketing and volunteer management modules so that nonprofit professionals can manage all their fundraising and constituent engagement operations from one solution. Because Common Ground runs in the cloud, it is the most cost effective and efficient way for busy nonprofit professionals to leverage technology to transform processes and simply manage their fundraising and engagement strategies—saving time and money.

## COMMON GROUND SOLUTION

Common Ground leverages the world's leading CRM platform, Force.com from Salesforce.com, to provide a simple, flexible, easy-to-use database that allows a nonprofit to consolidate information from donors, volunteers, vendors, mission recipients and other constituents into one easy to access and use system.

- **Manage all data:** Eliminate multiple databases and spreadsheets with the flexibility to match your operations versus changing operations to match software. Easy to use for even non-technical staff. Constituents can easily and securely manage their own information via a customized Supporter Center.
- **Fundraising Operations:** Manage direct mail, online, social media, grants, major gifts and more from easy to use interface, and measure results across the organization with built in reports, project management and tracking. Track all gifts, regardless of the point of origin – online or offline. Integrate with Microsoft Outlook® and other operational systems.
- **Online fundraising:** Provides integrated online marketing and fundraising modules to help nonprofits fully engage with constituents across multiple channels. Quickly and easily create unlimited donation forms, provide secure payment processing, integrate email marketing and deliver real-time reports to leadership
- **Email Marketing:** Integration with industry-leading email marketing tools such as Constant Contact, Vertical Response and others to drive membership, increase donations, raise awareness or improve volunteer participation.
- **Social Fundraising:** Tools to support online fundraising via social media, including Facebook, LinkedIn and Twitter.
- **Volunteer Management:** Manage recurring and multi multi-day job shifts, identify and segment volunteers, empower online shift sign-up.
- **Events:** Offer an online ticketing and registration simplifying the process for both the organization and the individual. Manage volunteers and event logistics.

## TARGET MARKET

Common Ground is designed for small and mid-size nonprofits

## WEBSITE

<http://www.convio.com/commonground>

## PRESS CONTACT

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