



The Gloria Gemma Breast Cancer Resource Foundation (Gloria Gemma) was established in 2004 in memory of Gloria Gemma by her nine children, honoring her fight against breast cancer. The organization's mission is to raise breast cancer awareness, increase breast health education, and generate funding for breast health programs. One hundred percent of the organization's net proceeds remain in the group's community of Lincoln, RI.

GOALS

Gloria Gemma was focused on building its database of donors, prospective donors, and service recipients.

The group also wanted to build a more personalized relationship between the foundation and each of its donors and prospective donors.

To support these goals, Gloria Gemma needed a better alternative to its existing donor database, eTapestry, which had limited flexibility around what information the group could collect and report on. With just four staff members, the foundation needed a solution that saved time and kept everything well-organized — a database that would allow them to quickly access and edit the information they needed on each constituent without navigating across a cumbersome set of tabs.

CHOOSING COMMON GROUND™

When Gloria Gemma's staff saw how Common Ground displays everything on one screen and organizes it logically, and that page layouts can be easily modified to meet their needs, they knew they would save time using Common Ground.

Another consideration: The organization's previous donor database didn't have some of the simple capabilities that the group needed. For example, using its previous database, the organization could not run a report and add in an extra field or two, like a phone number and an email address. Common Ground provides more detailed information about the organization's supporters and allows staff members to access the precise information they need.

QUICK SUMMARY

Common Ground eliminates time-intensive processes, saving the organization five to seven minutes per contact record.

Gloria Gemma now has a consolidated view of information about its supporters.

Any member of the organization's four-person staff can add or view constituent records anytime, anywhere via the web.

“I wanted a better way to track and build our database. And, I didn't want a mish-mash of systems. I wanted everything to be as easy and as accessible as possible.”

— Lynn Simon, Development Associate, Gloria Gemma

In addition, Common Ground synchronizes with Convio TeamRaiser™, which Gloria Gemma had selected to manage online fundraising around its annual “Flames of Hope™...A Celebration of Life” event that kicks off with the Gloria Gemma 5k run. While the organizations' previous donor database vendor also offered a “TeamRaiser-like product,” it was too simplistic to handle Gloria Gemma's requirements.

After realizing that TeamRaiser and Common Ground not only provided the capabilities that the foundation required, but also worked together to provide a complete view of all constituent activities and information, the organization knew it had found its solution. KELL Partners, an authorized Convio Solution Provider, implemented the system for Gloria Gemma within 8 weeks.

BENEFITS OF COMMON GROUND

Common Ground has eliminated manual, time-intensive processes around record management, saving Gloria Gemma valuable time. “I don’t have to constantly go back into a record to add new bits of information, or go to multiple places to find information. I’m saving five to seven minutes per record just because, down the line, I don’t have to go back and try to find all of the information that I need,” Simon said. “With the time I save, I’m able to meet with potential sponsors and help plan fundraising events.”

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— Lynn Simon, Development Associate, Gloria Gemma

Gloria Gemma also has a consolidated view of all constituent data. And, since Common Ground is web-based, any of the organization’s four staff members can access the information anytime, anywhere.

The organization now consolidates notes about supporters into the Common Ground system to share with other staff members. So, for example, if a staff member is out of the office to meet with a prospective donor, she can access information about that donor, and add information to the donor record for the rest of the staff to see.

“With nonprofits, the biggest thing you lack in the day is time. So, anything that helps us save time and keep everything uniform and in one place is super-helpful,” Simon said.

ABOUT CONVIO

Convio is the leading provider of on-demand constituent relationship management (CRM) software and services that give nonprofit organizations a better way to inspire and mobilize people to support their organization. Convio Online Marketing, the company’s online marketing suite, offers integrated software for fundraising, advocacy, events, email marketing and web content management, and its Convio Common Ground™ CRM system helps organizations efficiently track and manage all interactions with supporters. All Convio products are delivered through the Software-as-a-Service (SaaS) model and are backed by a portfolio of best-in-class consulting and support services and a network of partners who provide value added services and applications focused on the unique needs of nonprofit organizations. For more information, please visit www.convio.com.

ABOUT KELL NONPROFIT

KELL Nonprofit is a division of KELL Partners, a Software-as-a-Service consulting firm based in Austin, Texas. The company leverages its experience working with more than 500 nonprofit organizations and 500 higher education institutions, plus their extensive technology expertise, to focus on ensuring your organization receives maximum value from your technology investments. KELL Partners is an authorized Convio Solution Provider. For more information, please visit www.kellnonprofit.com.

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