

# Komen Denver Metropolitan Affiliate



*"Working with Convio takes the guesswork out of our online marketing for the Race for the Cure®, as well as Affiliate-wide fundraising initiatives. Before Convio, we weren't maximizing our potential to raise funds nor communicating effectively with our constituents. Convio provides us a solution that changes with our needs."*

— Gina Berg, director of development  
Komen Denver Race for the Cure

## About Komen Denver

Prior to 2007, Komen Denver Metropolitan Affiliate of Susan G. Komen for the Cure maintained two independent Web sites, one for the Affiliate and another for the Komen Denver Race for the Cure®, the Affiliate's signature awareness and fundraising program. With the advent of a national rebranding campaign, the Affiliate worked with Convio to seamlessly marry the two Web sites for a tailored look that incorporated the new brand and was customized to the Denver marketplace. Having both the Affiliate and Race Web sites on [www.komendenver.org](http://www.komendenver.org) allowed Komen Denver to capitalize on the Race's success and communicate with supporters online about research, the organizations funded through donors' dollars, and opportunities to volunteer, donate and participate in other events throughout the year.

## Summary

The Denver Metropolitan Affiliate of Susan G. Komen for the Cure has significantly reduced its fundraising expenses and increased revenues since using Convio. Revenue raised online accounted for 30% of the total raised in 2007, with \$1,593,469 in online revenue from the Race for the Cure®, honorarium, in memoriam and general online donations and its new ecommerce site. With expenses in 2007 at 19%, the organization is able to give more dollars to qualified nonprofit organizations that provide breast health/cancer education, screening, treatment and support services to those in need in the Denver metro area.

## Challenges

The Denver Metropolitan Affiliate of Susan G. Komen for the Cure needed to:

- Provide a turnkey online fundraising program for the organization's volunteers
- Reduce costly walk-in and mail-in Race for the Cure registration
- Create additional options for online revenue unrelated to the Race
- Position the Affiliate as the organization behind the successful Denver Race for the Cure

## The Convio Solution

Convio TeamRaiser™ allows Komen Denver to easily mobilize volunteers. Email messages motivate pledge earners to reach their self-determined goals and thank them for their involvement and achievements. The email messages also offer tips on how to raise money and include stories about the people they are helping by raising money, and about how their fellow participants are raising funds.

In addition, Honorarium and In Memoriam donation forms provide new online options for capturing donations directly to Komen Denver.

Convio eCommerce allows Komen Denver to offer gifts, accessories, apparel, household items, key chains, pins and virtual gifts to capture information about shoppers who may later become involved in ongoing support.

The screenshot shows the website for the Susan G. Komen Denver Metropolitan Race for the Cure. The top navigation bar includes links for Home, Contact Us, Terms of Use, FAQ, and Site Map. The main header features the Komen logo and the text "It started with a promise, from one sister to another." Below this is a navigation menu with options like Register, Log In, Pledge / Donate, Race Information, and Teams. The central content area is titled "Pledge Program" and includes a search bar, a vision statement ("Our Vision: A World without breast cancer."), and a call to action to click here to search for a team or participant. A sidebar on the left lists various site sections such as About Komen Denver, Calendar, and Community Resources. A right sidebar features a "Fundraising" section with links to Fundraising Ideas, Tools, and a "Sponsored by" section for Sports Authority.

*Komen Denver Race for the Cure uses Convio TeamRaiser™ to mobilize volunteers*

### The Results

- Online Race registration increased 12.5% in 2007 to more than 28,000 registrants.
- Komen Denver total expenses in 2007 were 19% of total online revenue, with Race expenses at an all-time low of 15%.
- Online revenues accounted for 30% of total Affiliate revenue.
- New online donation options to honor or memorialize someone raised \$36,000 in 2007.
- New ecommerce site brought in more than \$15,500 in its second year, compared with about \$11,000 in 2006, with orders for merchandise coming from across the United States, not just locally.

### The Impact

By using Convio to increase online registrations and reduce the number of walk-ins, Komen Denver has lowered its expenses and increased the dollars it gives to qualified nonprofits that provide breast health/cancer education, screening, treatment and support services to those in need in the Denver metro area.

### The Convio Difference

Designed to meet the unique needs of nonprofit organizations, Convio's integrated software suite includes products for fundraising, advocacy, events, ecommerce, Web content management and email communications. All products include Constituent360™, a sophisticated online database that centralizes constituent data and integrates with offline databases. It shares data about all online interactions, ensuring you have a complete view of each constituent, which is critical to effective online programs.



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