

MarriageToday



“Convio has absolutely changed how effectively we connect with new and existing constituents. Now we offer engagement pathways and can segment our list to ensure communications are meaningful and elicit the desired response. This new level of engagement is a direct result of Convio's flexible system, combined with the unparalleled strategic advice of consultants at R3 Strategies and Holland|Simpson.”

— Brenton Evans, Executive Vice President
MarriageToday

About Marriage Today

MarriageToday with Jimmy & Karen is a national weekly television program that works to enhance marriage and family relationships all across America. MarriageToday is committed to providing families with the teaching and tools they need to succeed through its broadcast, literature, meetings, the Internet, etc. The organization also reaches out in areas of strategic need, such as inner cities and foreign countries. And dedicated people are joining with MarriageToday in its mission through prayer and giving.

Summary

With assistance from R3 Strategies and Holland|Simpson, MarriageToday has leveraged Convio to become increasingly sophisticated in its segmentation strategy, ensuring that it shares appropriate and relevant information with constituents. Targeted communications have helped grow the organization's email list from 15,000 to more than 77,000 in three and a half years, with conversion rates averaging 10%, and annual online revenue reaching over \$1 million.

Challenges

Before implementing Convio, MarriageToday was using a cumbersome custom-built tool to support its online fundraising and eCommerce efforts. Information from online transactions was housed in a separate database from data related to offline activities, which made it challenging to gain a holistic view of constituent interactions. The need to increase fundraising dollars and gain access to email marketing capabilities for constituent communications left the organization eager to implement an integrated set of tools that included email, eCommerce, fundraising, and a single online database.

The Convio Solution

After extensive research of available online constituent relationship management (eCRM) vendors, MarriageToday selected Convio, based on the firm's reputation as a leader in providing eCRM solutions. Since choosing Convio in 2004, MarriageToday has successfully deployed:

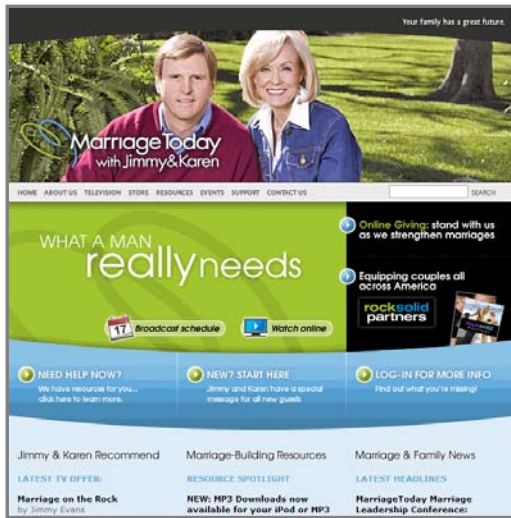
- Convio Email to promote products, encourage online giving, and send an email welcome series to new constituents;
- Convio Fundraising to receive one-off and sustained donations online from supporters of the ministry;
- Convio Ecommerce to sell various products (i.e., books, CDs, DVDs) online; and
- Convio DataSync to integrate constituent data in its online Convio database with its offline MPower donor database, thus providing a complete view of constituents who interact through multiple channels.

Converting New List Members into Donors through Strategic Engagement Pathways

One of MarriageToday's most impressive campaigns to date focuses on converting new list members into donors by creating strategic engagement pathways for them. This strategy promotes multiple ways for visitors who come to the Web site from TV broadcasts to interact with the organization:

- Sign up for a premium (Magazine subscription, CD, book, etc) by giving their email address
- Opt in to receive information on TV shows, seminars, products, and weekly emails from Jimmy Evans.
- Find additional resources (audio/video downloads, Q&A, e-mail subscriptions, products)

- Enlist as regular sustaining supporters of the ministry by enrolling in a monthly giving program
- Sign up for seminars and events in their local area
- Share a testimony or prayer request



A MarriageToday campaign converts new list members into donors through strategic engagement pathways

Increased Participation in Program for Sustaining Donors

By moving away from sending email blasts to all constituents without giving consideration to interests, giving history, and geography of its supporters, MarriageToday has cultivated relationships in new ways. One of the organization's most successful targeted programs is "Rock Solid Partners." Program participants are sustaining donors who sign up for a minimum monthly pledge of \$25. Benefits of participation include a monthly audio CD with encouragement and insights, a book, three CDs, and two coffee mugs. Initially launched in October 2004, the program has exceeded expectations. "Rock Solid Partners" has a solid base of over 4,000 participants, and is growing at the rate of 100 new net donors each month.

Results

Working closely with R3 Strategies for online marketing strategy, campaign execution, and general site administration, and with Holland Simpson on its overall strategy, MarriageToday has achieved the following results using Convio:

- Conversion rates averaging 10%
- Grew the organization's email list from 15,000 to 77,000 in three and a half years
- Increased online fundraising and eCommerce revenue from \$35,000 to more than \$1 million per year
- Developed an email welcome series for new constituents that takes them down a well-defined pathway toward becoming sustaining donors

The Convio Difference

Convio is a leading provider of on-demand constituent relationship management software and services to nonprofit organizations to enable nonprofit organizations to more effectively raise funds, influence public policy and support their missions by leveraging the Internet to build strong relationships with constituents. Convio's online constituent relationship management, or eCRM, solution includes a suite of on-demand software modules for fundraising, advocacy, email marketing and Web content management complemented by a portfolio of best-in-class consulting services.



Austin | Berkeley | Washington, DC
 888-528-9501 | 512-652-2600 | info@convio.com | www.convio.com