

CONVIO CASE IN POINT: FOOD BANK FOR NEW YORK CITY



Food Bank of New York City is the city's major hunger-relief organization working to end food poverty throughout the five boroughs. As one of the country's largest food banks, their mission is to end hunger in New York City by organizing food, information and support for community survival and dignity.

CHALLENGES

The Food Bank For New York City needed a more engaging way to drive peer-to-peer giving and convert traditional food drive hosts to fundraisers. While traditional food drives are excellent vehicles to promote community involvement, cash contributions are the most cost-effective way for these organizations to feed the hungry in their communities.

SOLUTION

To increase online giving and better engage donors, the Food Bank For New York City joined forces with Convio to infuse their mission into the user experience of their Virtual Food Drive hosted on Convio TeamRaiser™.

The Virtual Food Drive is a peer-to-peer giving platform where individuals and companies can raise cash contributions for the Food Bank by inviting their employees, friends and family through email and social media to contribute to an online “food drive.”

The flexibility and openness of TeamRaiser allowed the Food Bank to customize the donation process so that donors are presented with the experience of shopping the aisles of a virtual grocery store. Donors can select the virtual food items (including perishable items) to give to the food drive. When a donor is ready to end their ‘shopping trip,’ they proceed to ‘check out’ and make a cash donation to the Food Bank in the value of their virtual purchase.

RESULTS

In the first six months since its launch, the Food Bank’s new tool came close to quadrupling the number of companies and individuals that hosted Virtual Food Drives in the previous fiscal year. Comparing July-December 2011 to the same period the previous year (the Food Bank’s fiscal year is July-June), the dramatic increase in participation resulted in a 227 percent growth in fundraising and 189 percent growth in the number of gifts to the organization’s peer-to-peer channel as well as a \$7.55 raise in the average gift size.

In addition to growing participation in the Virtual Food Drive, the more engaging “grocery store” style donor experience attracted a new corporate sponsor to the organization - Peapod® by Stop & Shop – which ultimately underwrote the costs associated with deployment and hosting the online program.

SUMMARY

- Chose TeamRaiser to create a virtual food drive that is easy to register for and engages donors by giving them a hands-on shopping experience
- Significant increase in recruitment among individual sponsors, which traditionally was not a very active and engaged group
- Increase in participation led to a 227 percent growth in fundraising and 189 percent growth in number of gifts from the same period the previous year
- More engaging website helped attract an additional title sponsorship that more than paid for the tool itself

“Convio was a real game changer for our organization. We get more done. Plain and simple.”

- Daniel Buckley, Senior Online Communications Manager

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CONCLUSION

“The attractiveness of the tool is really what is changing the response rate from individuals,” explains Daniel Buckley, the Senior Online Communications Manager at Food Bank For New York City. “Giving a visual truly impacts the giver on what they are able to give. It helps us really deliver our message.” When “shopping” individuals can scroll over messages on grocery items, which provide either nutritional values or financial messages that justify the donation and in turn, connects the item back to the organization’s mission.

Since implementing Convio TeamRaiser, Food Bank For New York City has had incredible constituent engagement results and become more efficient internally with the intuitive tool and positive customer service experience. “Moving to Convio really helped us become more efficient – it was leagues above Kintera,” explains Daniel Buckley. “The customer service is something that really stands out. Having the amazing support and the ability to get someone on the phone is essential and we have that with Convio.”

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 Luminare™ 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.

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