



Founded in 1981, the Project On Government Oversight (POGO) is a nonpartisan independent watchdog that champions good government reforms. POGO's investigations into corruption, misconduct, and conflicts of interest achieve a more effective, accountable, open, and ethical federal government.

CHALLENGES

POGO struggled to store, access and report on the ever-growing amount of information they were collecting on their constituents—activists, congressional staffers, donors, foundations, reports, and whistleblowers. “The database part of the organization was becoming the monkey on our back,” said Pam Rutter, Web Manager at POGO. “No one really wanted to spend time corralling all of the information, and everyone was very territorial about the Excel files they kept for themselves. Something had to change.”

POGO also faced a myriad of other challenges, which spanned a website that was not visually appealing, thousands of followers who needed to be engaged and nurtured more effectively and strategically, as well as 800-pages of SEC documents that needed to be shared in a way which was user-friendly for viewers.

USING CONVIO

POGO selected Convio Luminate CRM™ to document constituent activities and communication, streamline the organization's grant-tracking activities, assist with event preparation, and prospect for donors. “We were thinking about our long-term needs. We wanted a system that we could grow into, rather than a tool that would help us get by for now,” explained Pam.

After attending Summit, the annual Convio client conference, POGO's team members were inspired by what they had seen and heard at the event. They were eager to take what they had learned and use it to enhance the organization's online efforts and to advance its message and mission using Convio.

POGO engaged with the Convio User Experience team to refresh its homepage design and wrapper, leveraged the Convio Facebook API so constituents could donate or sign-up for emails without leaving Facebook, and used Convio Luminate™ CRM to consolidate all constituent information.

QUICK SUMMARY

- Worked with Convio User Experience team to refresh POGO's homepage design; Website visits rose by 40 percent within three months
- Grew its housefile from 4,500 to 13,000 using a multi-channel approach, which included organic growth, list acquisition, action campaigns and social media
- Engaged new constituents effectively with its customized welcome series
- Used Convio Luminate CRM to consolidate five years of constituent data from various sources

“Convio is about more than just software. It is about learning and implementing best practices that are proven, and testing new methods to advance our mission.”

— Pam Rutter, Web Manager, POGO

To expand its housefile, POGO launched a multi-pronged list-building strategy that integrated social media. Tactics used included incentives (e.g., a sticker in return for an email address), contests, and a Facebook tab where fans could sign up for POGO email updates directly on Facebook. With a view toward nurturing new constituents, POGO created a custom welcome series that helped to keep newcomers engaged.

In an effort to promote more regular engagement of new and existing constituents, POGO started creating actions alerts and embedded a Facebook 'recommend' button onto the action alert landing pages to maximize the chances of the campaign going viral.

The team also collaborated with Firefly Partners, an Authorized Convio Solutions Provider, to create the SEC Revolving Door database using Convio CMS. POGO took nearly 800 separate documents and imported them into Convio CMS where individuals can scroll through data or search it using various filters. The new feature on the website now provides a dynamic and smooth user experience. The SEC database has turned POGO's investigative work into a tool that people can use. Promoted across many channels—blogs, email, podcasts, social media, and direct mail—the SEC database gained significant public and media attention, including stories in The New York Times, The Washington Post, The Wall Street Journal, and Reuters.

BENEFITS OF CONVIO

Using Convio, POGO now tracks key online metrics including the size of its housefile, unique website visitors, page views, email open rates, and actions taken. These metrics have given the organization insight into their performance across their online and offline efforts, and also brought to light opportunities for future improvements.

“It is wonderful to look back at where we were 12 months ago, and see that our efforts are paying off,” said Pam Rutter, Web Manager at POGO. “By pushing ourselves over the past year, we have doubled our numbers in some areas.”

Specifically, POGO has:

- Increased monthly website visits by 40 percent within three months of the refreshed design
- Grew its housefile from 4,500 to 13,000, including 200 new subscribers who were added via a custom Facebook tab
- Boosted response rates of action alerts from 1 percent to now an average of 17 percent
- Engaged new constituents effectively with its customized email welcome series.
- Consolidated six spreadsheets by using Convio Luminare CRM.

According to Pam, “When we speak with other nonprofit organizations, they can’t believe how much we did, how quickly we did it, and how we did it on budget. Without Convio, we wouldn’t be as far along in advancing the message of our organization. Convio is about more than just software. It is about learning and implementing best practices that are proven, and testing new methods to advance our mission.”

Through its use of Convio Luminare CRM, POGO has consolidated data from offline donors, pulled its various Excel spreadsheets together, and migrated all the organization's constituent data online. This monumental accomplishment has created a foundation of profiles based on five years of valuable information.

“Now, with a strong data infrastructure in place and methodologies established, we are poised and ready to pursue more sophisticated donor prospecting and constituent relationship-building,” said Pam. “Convio has helped us move forward in our mission of championing good government reforms and achieving a more effective, accountable, open, and ethical federal government.”

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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