



CaringBridge is a nonprofit offering many ways for people to care for each other during any type of health event. CaringBridge is powered by generous donors.

EMPOWERING SUPPORTERS ONLINE

[CaringBridge](#) offers personal Sites, a SupportPlanner and an online volunteer community, the Amplifier Hub. People are able to stay connected, leave hopeful messages and offer support. They are funded exclusively through donations, and rely heavily on word-of-mouth for awareness.

However, Melissa Bear, Manager of Customer Marketing for the CaringBridge [Amplifier Hub](#) community, believed they could improve on their word-of-mouth marketing performance to drive higher donations, volunteer participation and customer acquisition by using online communities.

INITIAL ATTEMPT

CaringBridge launched an initial program in January of 2011 with a small number of volunteer members. However, the nonprofit found there were serious capability gaps with the community platform it had originally selected. “Our initial system was missing some critical components, including detailed user-level data and the capability to access that information and deliver communications based on member behaviors, amongst others,” said Melissa.

ADVANCED COMMUNITY NEEDS

To nurture volunteers and supporters more effectively, CaringBridge needed a more sophisticated system that could present information and options (e.g., training videos, questionnaires, and group membership) personalized to identified member segments, track actions taken by members, recognize members’ achievements, and provide integrated reporting. This would help CaringBridge move advocates upward through the engagement pyramid and provide the nonprofit with the analytics to measure progress.

CHOOSING SMALL WORLD LABS AND CONVIO

Armed with her previous experience, Melissa and her team searched for a solution that enabled deeper content personalization, access to user analytics and data, the ability to create public and private views, and provided automated integration. CaringBridge chose an integrated solution provided by [Convio](#) and [Small World Labs](#). “We researched providers extensively and found that the integration of Small World Labs with Convio was able to give us the user experience and data insights we needed to be successful,” stated the Manager of Constituent Marketing.

QUICK SUMMARY

Created an integrated community called the Amplifier Hub to attract and empower top supporters and volunteers

Increased monthly volunteer hours by 228%

Reached community membership goal 4 months early and continue to grow base of top supporters by 16% month-over-month without any marketing promotion

Achieved a viral sharing rate of 115% by members on social media

Increased engagement levels to 11 minutes per visit

Previously attempted project using another platform, but encountered limitations with functionality, access to user data, personalization, integration, and overall enterprise support

THE INTEGRATED SOLUTION

The integration solution using Convio Luminate Online and Small World Labs Online Community Platform enabled CaringBridge to create the Amplifier Hub, a community for top supporters. At the Amplifier Hub community, top advocates (Amplifiers) can access tutorials and training programs, write stories about their experiences and share best practices with other advocates. In addition, members can find other advocates near them to get together offline.

All activity and content can be shared to 3rd party social networks, like Facebook, LinkedIn, and Twitter, to increase visibility and extend the reach of the community's mission. CaringBridge also created an action plan program for supporters with incentives to host events, complete training, and progress from Level 1 to Level 3 Amplifiers. CaringBridge is able to track over 75 different actions by members and analyze their progress towards achieving goals individually and overall.



The Amplifier Hub provides a seamless experience for members. Below is a summary of the key points of integration between Convio Luminate Online and Small World Labs Online Community Platform:

- **Single-Sign On.** Users are presented with an integrated registration and login process, making the overall online experience seamless.
- **Integrated Personalization.** The Small World Labs and Convio personalization features are linked, enabling the delivery of personalized content throughout the website, including access levels, announcements, targeted profile fields, recognition badges and other information.
- **Synchronized Profile Data.** Member's online information is synchronized across both platforms, keeping information fresh & up to date.
- **Enriched Member Data.** Over 75 different user actions in the community are made available in Convio reports, providing additional data for analysis, segmentation, personalization, and outreach.
- **Placement in Training Groups.** As users complete activities and educational training, they are placed in training groups designed to further their advancement. Each group has its own discussion, file sharing, and collaboration capabilities.
- **Integration within Pages.** Content from each platform is made available into the other. For example: videos, blogs and discussions from Small World Labs are also pulled into Convio's Content Management System pages, and vice-versa.

RESULTS

The CaringBridge Amplifier Hub has exceeded its goals and achieved the following results:

- Community membership goals were achieved and exceeded by 11% four months before the goal date
- Base of top supporters continues to grow organically via only member referrals at the rate of 16% per month without any marketing promotion
- A viral sharing rate of 115% by members to their expanded networks on social media sites, such as Twitter and Facebook
- Monthly volunteer hours increased by 228% versus pre-community volunteer levels
- High engagement levels evidenced by an average visit length of 11 minutes per session



ABOUT SMALL WORLD LABS

Small World Labs is an experienced provider of an Online Community Platform and Community Engagement Program that enable non-profits and associations to use online communities and social media to better connect with their constituents. We help organizations understand how to engage with members to drive loyalty, create opportunities, ignite conversations, distribute knowledge, and share experiences. We have helped our clients achieve the following results:

- 437% increase in revenue per person
- 78% increase in member referral rates
- 900% increase in engagement



Contact us to discuss your online community needs!
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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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