

## Convio for Faith-Based Groups

---

Building a strong foundation on which your faith-based organization can thrive begins with engaging like-minded people toward a common mission. That's why our solution for faith-based groups like yours includes the online marketing tools you need to engage and communicate with your constituents online — to really build a sense of community with them. It also includes the first CRM system that helps you use data for raising money more effectively and advancing your ministry.

### Improving Your Ministry's Effectiveness

From media ministries and faith-based relief organizations to faith-based health and social services organizations — groups like yours are using Convio software and services to spread the word, increase donations, and build stronger relationships with their constituents. You can take advantage of our full suite of products, or use only the products you need now, and add products and services as your needs grow.

### Convio Online Marketing Products

**Convio Fundraising** helps you increase online giving with personalized and dynamic fundraising ask technology. Create and publish online fundraising campaigns, including online donation forms.

**Convio Email Marketing** helps you connect with constituents using targeted, relevant and personalized email communications. Enable your non-technical staffers to create professional-quality online communications that help enhance constituent relationships and encourage ongoing involvement.

**Convio Web Content Management** gives you the tools you need to create and manage your website while strengthening your constituent community. Engage constituents online with personalized web content based upon their interests and motivations. Customize site design and web pages to reflect your ministry's unique content.

**Convio eCommerce** enables you to effectively market and sell your ministry's resources, such as CDs, DVDs, and books. It provides basic online storefront functionality and enables you to effectively incorporate premium or cross-sell opportunities into your fundraising offerings.

**Convio Clubs** enables your organization to provide sub-ministries and other groups with easy-to-use online tools for developing and managing centrally-branded, localized websites. Convio Clubs can help connect satellite congregations, strengthen affinity among constituents, drive event participation for various ministry groups and enable efficient online communications for ministry leaders.

**Convio TeamRaiser™** is an online event fundraising solution for tapping into the personal networks of your strongest supporters and mobilizing volunteers over the Internet. It allows your organization to take advantage of your most valuable assets — your constituents — by empowering them to raise money for your organization with a convenient, effective way to receive donations from friends and family.

**Convio Personal Events** gives your constituents tools to help build community with easy-to-use online capabilities that enable them to organize and host different types of events in support of your organization's goals.

**Convio Events** provides online registration and ticket sales for your ministry's events — such as gatherings, rallies, donor dinners, and retreats — and also enables you to maintain a central calendar that encompasses events for all ministries across your entire organization.

### Results for Your Organization

- ✓ **Engage and communicate with more constituents** through website and email communications.
- ✓ **Raise funds and increase revenue** through online fundraising programs, constituent-led fundraising activities, and online stores.
- ✓ **Manage donor and other constituent records** for deeper and lasting relationships with constituents.
- ✓ **Connect with a wider audience** using social media and other emerging technologies such as Facebook™, YouTube™ and RSS.

At the core of Convio’s solution for faith-based groups is the sophisticated online marketing database, **Constituent360™**. It stores detailed information about constituents and tracks their involvement with your ministry. With each online interaction, you can gain more insights about your constituents, and then tailor your online communications and web content based on their interests. Constituent360 integrates with leading donor databases, including Orange Leap’s MPX™, helping to support a multi-channel approach to communicating with and ministering to your constituents.

## Convio Common Ground™

The Convio Common Ground CRM system is designed to help you get your job done quickly, easily, and efficiently — and, with more flexibility than you ever thought possible. It’s more than a traditional donor database: It’s a common ground for information about *all* of your constituents — donors, new contacts, and just about anyone who helps support your organization. You can use it for all of your constituent relationship management needs, and you can slice and dice your data for targeted direct mail, events, and other fundraising and marketing activities.



With Common Ground, you can manage all of your data in one place for a complete view of your constituents.

## Help Along the Way

Convio has chosen Pursuant Group — an authorized Convio Solution Provider — as our preferred partner to better serve Christian, faith-based nonprofit organizations with leading technology, fundraising, and marketing communications services. Pursuant is a full-service fundraising and marketing communications organization that serves nonprofit clients across the entire donor pyramid. Their team has been built intentionally by believers for believers. Pursuant couples that faith background with market savvy, excellence in creativity, and a relentless pursuit of innovation. For five years, Pursuant has served dozens of faith-based organizations with Convio-related services. Learn more at [www.pursuantgroup.com](http://www.pursuantgroup.com).



**PURSUANT®**

“Pursuant Group has been a great resource to Frontiers as we seek to get the most out of the Convio tools for the Kingdom. As Sr. Vice President of Strategic Services, Chuck Anderson knows how to work well with the Convio platform, and has proven experience using best practices. He helped us roll out Convio modules painlessly and has also managed a large-scale website roll-out for us, keeping the project, another vendor, and our staff moving forward.”

— Jamie Wagner, Director of Marketing, Frontiers

## About Convio

Convio is the leading provider of on-demand constituent relationship management (CRM) software and services that give nonprofit organizations a better way to inspire and mobilize people to support their organization. Convio Online Marketing, the company’s online marketing suite, offers integrated software for fundraising, advocacy, events, email marketing and web content management, and its Convio Common Ground™ CRM system helps organizations efficiently track and manage all interactions with supporters. All Convio products are delivered through the Software-as-a-Service (SaaS) model and are backed by a portfolio of best-in-class consulting and support services and a network of partners who provide value added services and applications focused on the unique needs of nonprofit organizations. For more information, please visit [www.convio.com](http://www.convio.com).

Austin | Berkeley | Washington, DC  
888-528-9501 | 512-652-2600 | [info@convio.com](mailto:info@convio.com) | [www.convio.com](http://www.convio.com)

