



Since 1974, the Greenway Foundation (the Foundation) has led the effort to enhance and preserve the South Platte River and its tributaries throughout the Denver metropolitan area. The Foundation does this by creating environmental enhancements; holding property, when needed, in conservation easements; using the river as an outdoor and historical learning resource; hosting free cultural events promoting the relationship between the river and music, art and theatre; providing youth employment opportunities, and promoting good stewardship through educational programs.

## THE CHALLENGE

With a small, four-person staff, the Greenway Foundation faced a big challenge. They struggled to coordinate communications to their supporters because they housed contact information in 47 different spreadsheets.

“One person would have a bunch of spreadsheets for events. And another person would have a list of children and teachers for our educational programs. And another person would have a government relations spreadsheet. And then there was a general spreadsheet for donors and people who were interested in the organization as a whole,” said Lisa May, Development Director, Greenway Foundation. “You can imagine how much duplication there was.”

The organization had no centralized database or any other way to ensure that the right communications went to the right supporters. The organization sometimes hesitated to send communications for fear of sending duplicate messages or sending the wrong communication to the wrong supporter. The Foundation would never, for example, want a fundraising appeal to accidentally go to a child or teacher because the categories had been mislabeled.

## CHOOSING COMMON GROUND™

The Greenway Foundation staff turned their attention to the following goals as they searched for a solution to their challenge:

- having a single view of all of their contacts
- eliminating duplicate records
- being able to target communications to appropriate audiences
- cultivating donors
- finding a cloud-based solution since they did not have a server

## QUICK SUMMARY

- Greenway Foundation consolidated 47 contact spreadsheets into a single system.
- The group now has a single view of supporter data without duplicates, and any member of the organization’s four-person staff can add or view constituent records anytime, anywhere via the web.
- The group now can customize and send targeted communications and track contact information so they can better tailor future communications to recipients based on interests and past activities.

“I’m frankly thrilled with Common Ground. It’s the software of my dreams.”

— Lisa May, Development Director, Greenway Foundation

After exploring free donor software packages, the Foundation selected the web-based Convio Common Ground™ CRM system to be the centralized database for all of their contacts because it met all of their needs at an affordable price. Convio Solution Provider KELL Partners implemented the system within two weeks.

“Common Ground is designed by people who understand development — the reason behind the concept of soft credits, all the things you need to track for grant applications and reporting, for major donor and prospect cultivation. But, they aren’t limited by nonprofit development,” said May. “Since it’s built by Convio on Salesforce.com’s platform, Common Ground is a good blend of what large companies know how to do with their sales teams and the specific needs of development professionals. It’s a wonderful blend where you can see that one informs the other.”

### BENEFITS OF COMMON GROUND

Greenway Foundation has consolidated 47 different spreadsheets of contact information into a single database, reducing the threat of duplicated contacts and allowing staff members to coordinate their communications with supporters.

Staff members also are now able to do things they could never imagine doing before implementing Common Ground. For example, staff members had sent email newsletters only to their specific list of children and teachers because they were concerned that the newsletter would go to some people multiple times if the contacts were on multiple lists. Now, they are able to customize and send newsletters to targeted contact categories. The group also is beginning to track contact information so that they can tailor their communications and appeals in the future —something they were unable to do when they were juggling 47 spreadsheets.

“Now we can start using board members and volunteers to do some solicitations because we’re able to track interests and affinities and giving history in one place. We can now tailor everything we do,” said May.

### 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).

### ABOUT KELL NONPROFIT

KELL Nonprofit is a division of KELL Partners, a Software-as-a-Service consulting firm based in Austin, Texas. The company leverages its experience working with more than 500 nonprofit organizations and 500 higher education institutions, plus their extensive technology expertise, to focus on ensuring your organization receives maximum value from your technology investments. KELL Partners is an authorized Convio Solution Provider. For more information, please visit [www.kellnonprofit.com](http://www.kellnonprofit.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)

