UNITED NATIONS FOUNDATION

The UN Foundation, a public charity, was created in 1998 with entrepreneur and philanthropist Ted Turner's historic $1 billion gift to support UN causes and activities. The organization is an advocate for the UN as well as a platform for connecting people, ideas and resources to help the United Nations solve global problems. The organization helps the UN take its best work and ideas to scale — through advocacy, partnerships, constituency building and fundraising.

CHALLENGES

The UN Foundation's online communications team is responsible for maintaining the organization's web presence, which includes 20 web properties such as websites, blogs, and social networking sites. Of these various properties, the most challenging to manage were the websites, each of which had unique branding and URLs. Several sites were created and maintained in Adobe® Dreamweaver®, whereas others were based on an open source content management solution that was very difficult to customize.

The use of multiple systems meant that few individuals had working knowledge of more than one system, and basic updates to content required the assistance of a technical resource. From an operational perspective, the content approval process required content contributors and editors to track changes in Microsoft® Word documents, and left technical staff responsible for creating mock-ups of web pages.

Additionally, as the UN Foundation's websites expanded, administrators added forms, pages and folders, without thinking strategically about the overall site architecture. This haphazard structure created strange user paths, and caused many visitors to leave the website because they were unable to find the information they wanted.

> Convio CMS has freed up our technical resources so that we can focus on more strategic initiatives. We're no longer mired in web authoring and fixing typos on our website. Instead, we're optimizing metadata, improving the user experience, and fine-tuning our content based on analytics.
>
> *Phoebe Lee, Deputy Director of Online Communications, UN Foundation*

CONTENT MANAGEMENT NEEDS

As the UN Foundation refocused its online efforts from static sites to building a grassroots constituency, it became clear that the organization needed a single, centralized content management system that could support all of its websites. With a goal to keep website content dynamic and interactive, the organization wanted to ensure that the solution was user-friendly so that non-technical staff who were comfortable using Microsoft Word could easily edit a web page. The system also needed to streamline the content approval process, so that web pages could be easily viewed and modified while preserving workflow.

CONVIO CMS SOLUTION

"Using Convio CMS, our content authoring and approval process has been streamlined significantly, which has made life much easier for everyone involved. Instead of doing basic fixes, our technical team can now lead strategic initiatives that will continue to enhance our online presence and build our grassroots constituency through an improved user experience."

The site architecture of the foundation's numerous websites, including Nothing but Nets and Friends of World Heritage, is now logically organized and makes it easy for visitors to find the content they need. On the back-end, customized tagging makes it easy for administrators to group and track specific content.

"Our content is organized better than before and we no longer have to remember all the different places that a piece of content goes," explained Lee. "Now, we can make a change in one place and it is automatically reflected elsewhere on our other sites based on content types and dynamic lists in Convio CMS."

The UN Foundation also uses Convio Services to help reach the organization's goals.

"The tools can do so much, and figuring out the best way to use them can be time-consuming. We wanted to ensure that we were making the most of the solutions as quickly as possible, so we turned to Convio's Interactive Services Team (IST) to provide strategic and technical support," stated Lee. "We explain what we want to do, and then based on their knowledge of our skills, the IST tells us the best way to do it. This collaborative approach is very efficient."

Using Convio CMS, the UN Foundation added keywords in metadata, which quickly led to improved search engine optimization. Referrals from Google's organic search climbed more than 260 percent year over year. The solution also simplified the organization's URLs so that they are now easier for the foundation's target audience to remember. The combination of these two improvements, without any changes to the organization's marketing efforts, led to a noticeable spike in website traffic. The number of unique visitors for one of the UN Foundation's website rose 45 percent from 2007 to 2008, and the corresponding email list grew by 26 percent. Year over year results showed a 77 percent jump in unique page views for the organization's main website, and a 50 percent increase in the average time visitors spent on the site. The UN Foundation expects these numbers to continue to grow.

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.

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