UNCF – the United Negro College Fund

"We have had a great experience working with Convio. Launching Convio TeamRaiser™ to support our area offices' fundraising walk-a-thons helped us achieve tremendous success in meeting our fundraising goals. By using Convio's analytical tools, we will be able to track outcomes and adjust our tactics to achieve our ambitious fundraising goals."

— John P. Donohue, EVP of Development
UNCF – the United Negro College Fund

About UNCF – the United Negro College Fund

UNCF – the United Negro College Fund – is the nation's oldest and most successful minority education assistance organization. Its mission is to increase minority degree attainment by providing financial support to its 39 member institutions, reducing financial barriers to college and serving as a national advocate for minority education. UNCF administers more than 400 programs, including scholarship, internship and fellowship, mentoring, summer enrichment, and curriculum and faculty development programs. Today, UNCF supports more than 60,000 students at over 900 colleges and universities across the country.

Summary

In its first year of using Convio, UNCF increased its online gifts by 347%. Working with Convio's Client Success Services team to launch its microsite, http://give.uncf.org, UNCF generated an immediate increase in donations to the national organization. In 2007, UNCF's online holiday fundraising campaign featured an online video embedded on UNCF's home page and microsite, generating an average online gift of $288.90, significantly higher than the average offline gift of $83.

Challenges

To help keep its 39 member historically black colleges and universities' (HBCUs) academic programs strong and tuition levels affordable, UNCF needed a faster, more cost-effective way to reach constituents and increase donations. The organization turned to Convio for an Internet solution to provide easy-to-use tools and consulting to increase its reach to donors, track outcomes and adjust tactics if necessary to achieve the organization's online fundraising goal.

The Convio Solution

Convio's single integrated platform allows UNCF to leverage the Internet to achieve significant success in meeting the organization's fundraising goals. The organization has increased its capacity to engage donors online by using:

- Convio Client Success Services for consulting and campaign management to create and execute an integrated online strategy for increasing online revenue;
- Convio Event Fundraising/TeamRaiser™ to support area offices' fundraising walk-a-thons;
- Convio DataSync to exchange and synchronize data from Convio online database to UNCF's offline database; and
- Convio Email Marketing and analytical tools for sending donor communications and tracking outcomes to adjust tactics based on donor behavior.

Online Holiday Fundraising Campaign

In 2007, UNCF worked with Convio's Client Success Services team to launch an online holiday campaign, which featured president and CEO, Dr. Michael L. Lomax in a 15-second video that was embedded on the organization's home page and microsite, http://give.uncf.org.

Using Convio's integrated eCRM tools, UNCF was able to track the number of donors who saw the video and contributed. This data was compared with the previous year's end-of-year fundraising campaign, which did not include a video. The average gift made online in 2007 was $288.90 — much higher than the organization's typical average gift made offline of $83.

UNCF worked with Convio to launch its microsite, http://give.uncf.org, generating an immediate increase in online donations.

Results

- Online gifts in 2007 increased 347% over 2006
- Increased overall online revenues by approximately 61% since using Convio
- Raised nearly $300,000 in the month of December 2007 alone from online fundraising campaign
- Increased average gift size from $83 (offline) to $288.90 (online).

The Convio Difference

Designed to meet the unique needs of nonprofit organizations, Convio's integrated software suite includes products for fundraising, advocacy, events, ecommerce, Web content management and email communications. All products include Constituent360™, a sophisticated online database that centralizes constituent data and integrates with offline databases. It shares data about all online interactions, ensuring you have a complete view of each constituent, which is critical to effective online programs.