



For nearly 50 years, World Wildlife Fund (WWF) has been protecting the future of nature. The largest multinational conservation organization in the world, WWF works in 100 countries and is supported by 1.2 million members in the United States and close to 5 million globally. WWF's unique way of working combines global reach with a foundation in science, involves action at every level from local to global, and ensures the delivery of innovative solutions that meet the needs of both people and nature.

Since working with Convio, World Wildlife Fund has transformed its constituent engagement efforts. By customizing content based on constituents' interests and past actions, integrating offline and online campaigns, and launching multi-series email campaigns, response rates have increased by as much as 40 percent and online revenue has jumped by nearly 80 percent. WWF has also increased the lifetime value of a supporter with improved management of sustained giving payments and using Convio's credit card retry functionality.

### CHALLENGES

In an effort to improve its online presence, WWF wanted to move away from several individual tools to an integrated online platform that could support its advocacy and fundraising initiatives, and synchronize with its offline database. Unable to create donation forms and update website content without the technical assistance of WWF's web team, WWF wanted the ability to create forms and campaigns easily with content that was targeted to the recipient. It was also important for the organization to partner with a vendor who understood the nonprofit space and could provide strategic and tactical support when needed.

### THE CONVIO SOLUTION

WWF selected Convio's integrated solution to meet all of its online constituent communication needs.

- [Convio Email Marketing](#) to create multi-series email campaigns that allow WWF to stay top-of-mind and prompt supporters to take the desired action.
- [Convio Fundraising](#) to create dynamic ask strings based on a donor's giving history and use conditionalized content to present targeted messaging and content based on supporters' interests.
- [Convio Advocacy](#) to enable non-technical employees to create advocacy campaigns — and integrate them with fundraising campaigns — easily and quickly.
- [Convio Personal Fundraising](#) to give constituents a set of online tools that enable them to quickly and easily create tribute websites that allow them to raise funds and drive support through their own personal networks.
- WWF leverages the assistance of a [Convio Interactive Specialist](#) to assist with design, conditional content and administration during busy periods.

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“Convio has completely changed our constituent engagement efforts. We are now able to customize content — from suggested donation amounts to images and copy — to boost response rates, generate more revenue, and increase the lifetime value of a supporter. In addition, access to Convio's Interactive Services gives us the help we need when we're too busy to do everything ourselves.”

— *Jessica Fraser Sotelo, Manager of Online Marketing, World Wildlife Fund*

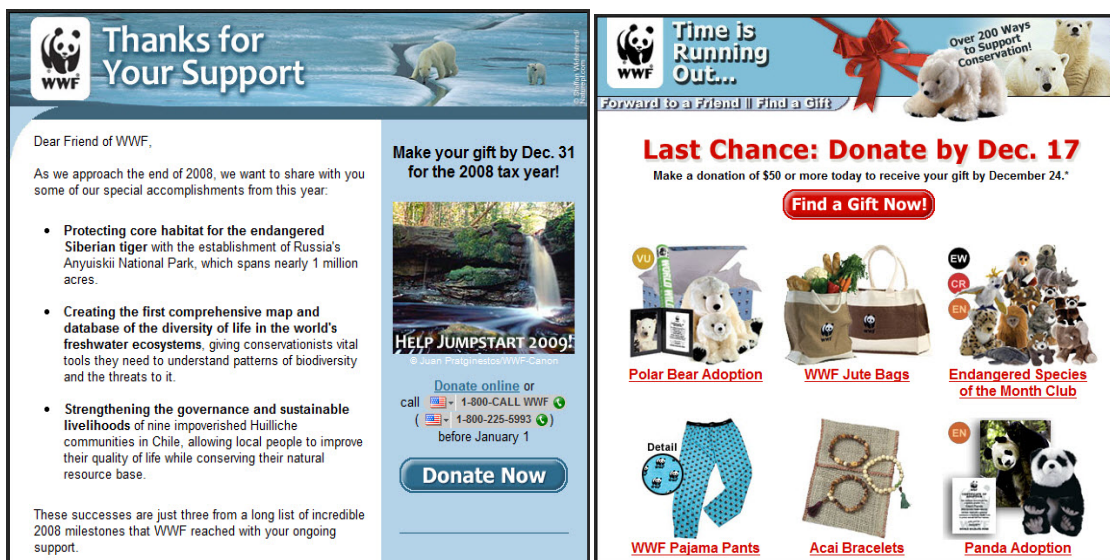
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## IMPROVED MANAGEMENT OF SUSTAINED GIVING PAYMENTS

WWF emphasizes sustained giving donations in many of its online marketing efforts. However, bank acquisitions and industry consolidation are just two of several issues that pose challenges when a donor's credit card is impacted. With Convio's new sustained giving credit card features, nonprofits like WWF are able to more closely monitor and optimize their sustained giving donations. These processes help nonprofits minimize churn rates from monthly sustainers. As a result, WWF has increased the lifetime value of a supporter and continues to promote its online sustainer program to capitalize on this critical revenue channel.

## LAUNCHED MULTI-SERIES EMAIL CAMPAIGNS TO BOOST REVENUE

WWF runs multiple appeals throughout the year. Campaigns are typically three-part email series that are spread over a three to four week period. The first email introduces the theme, the second email reminds the recipient to give, and the third email offers the recipient a "last chance" to give. The final email typically yields the best results because it includes a deadline for donations. One message from a multi-series email campaign around holiday giving was sent the day before the deadline, and generated 55 percent more revenue than emails sent earlier in the campaign.



*In a multi-series email campaign for the 2008 holiday season, 55 percent of the gifts were made in response to the final email which reminded recipients of the imminent deadline.*

## EMAIL MARKETING RESULTS

- Boosted holiday giving campaign results by adding a deadline in the call to action; sending a reminder email the day before the deadline led to a 55 percent boost in revenue
- Emailed sustaining donors and asked them to update their expiring credit card on file; five percent responded by using Convio's self-serve online Gift Service Center to update their credit card information
- Launched a multi-series renewal campaign in which the second email in the series led to a 79 percent increase in revenue

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## 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).

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