

## Convio for Associations

Member relationships form the foundation of any successful association or membership-based organization. You must be able to attract, mobilize and build strong relationships with your members to generate ongoing awareness and support.

Convio offers a comprehensive suite of software and services that enable associations to more effectively engage and interact with members. Help your organization attract new supporters and encourage involvement with targeted and personalized online communications. Efficiently mobilize members and enable them to communicate with and influence key decision makers. Increase participation and effectiveness of grassroots advocacy efforts with issue-based Web campaigns.

Based on Convio's proven online constituent relationship management (eCRM) methodology, our software solution for associations helps you strengthen member relationships, enabling your organization to more effectively fulfill its mission.

### The Convio Solution for Associations

Convio's solutions are easy-to-use, customizable, client-focused and reliable. You can purchase the entire suite or only the products you need now, and add products and services as your needs grow.

At the core of our solution is Convio's sophisticated online marketing database, Constituent360™, designed to facilitate membership management, store detailed information about members and track their involvement and history of interactions with your association. As you gain more insights and build more comprehensive profiles about your members, your organization can create more relevant and personalized online communications that help increase participation and build enduring support.

**Convio Email Marketing** helps you effectively engage and connect with members and supporters using targeted, relevant and personalized email communications. Non-technical staff can create professional-quality online communications including newsletters, dues payment requests, event notices or action alerts.

**Convio Fundraising for Member Dues and PAC Fundraising** helps you maximize financial returns by efficiently operating multiple member dues or PAC fundraising campaigns, each customized to different audiences or issues. You can target member groups for specific campaigns based on their preferences, payment history or event attendance and efficiently track response and conversion rates.

**Convio Web Content Management** gives you all the tools you need to create and manage your Web site. Engage members online with dynamic, personalized Web content. Customize site design and Web pages to reflect your organization's unique content strategy. Deploy updated Web content in coordination with email messaging, member dues and PAC fundraising, advocacy or event campaigns.

**Convio Advocacy** is a complete online solution to encourage and manage grassroots online activism. Easily create issue-based online campaigns and publish targeted action alert forms that can be completed by members for delivery to federal, state or local legislators and other decision-makers.

**Convio Events** enables you to manage your offline events with online tools that simplify the entire process of driving awareness for events, registering attendees, selling tickets, sending personalized event-related communications and tracking participation.



*Convio's software and services help associations use the Internet to reach and engage members, motivate them to take action and develop stronger, more loyal relationships that ensure ongoing support.*

## Benefits

### Integrated relationship management:

Consolidating all online member data into Convio's Constituent360™ database ensures your outreach and engagement activities reflect and contribute to a comprehensive profile for each supporter.

**Profile-driven personalization:** Use every aspect of a member record to create highly relevant content in messaging and Web content. Mail merge constituent data or dynamically insert conditional content blocks based on a particular profile.

**Customization:** Support custom site components, database integration and presentation templates defined by the association which can be customized and further modified over time.

### Increased participation rates:

Personalized outreach increases conversion because communications are customized for each member. Convio's engagement tools are optimized for one-click action to ensure transactions are easily completed.

**Data integration:** Easily exchange data with other systems in real time or batch mode to ensure that member information across your organization remains synchronized.

**Constituent360™** is Convio's sophisticated online marketing database that stores detailed information on your members and supporters and tracks their online interactions with your organization including communications preferences, subject matter interests and online behavior (pages visited, links clicked, etc.). Use powerful reporting tools to learn more about your membership and online users at both an aggregate and individual level, and tailor your Web site, email campaigns and overall online strategy accordingly.

**Convio DataSync** exchanges information stored in your offline database (such as Blackbaud's The Raiser's Edge®) or Association Management Software system bi-directionally with Constituent360. DataSync enables you to gain a more complete view of member profiles and activities with your organization so you can effectively segment your audience and conduct more relevant, personalized online communications.

### Convio Services for Associations: Making the Most of Our Technology

Having the right software tools is just one component of success. You also need the know-how to help you meet your objectives. Convio provides access to consultants who understand the unique needs of associations, industry-leading training programs, and technical and product usage support. Our association clients have found the following service offerings to be particularly useful:

**Online Strategy Consulting** — Convio can help you translate your organizational objectives into online plans and tactics, and define the right metrics to help you gauge the success of your online initiatives. We will help you define exactly what needs to be done to launch a successful online program.

**Virtual Administrator** — Convio can provide a dedicated technical resource to manage Convio tools, freeing your staff to focus on advancing your mission. The Virtual Administrator, or VA, is an expert at using Convio software and can assist you before, during and after your deployment.

**Content Porting Services** — If you have a large amount of public-facing content on your Web site, Convio can assist you in migrating this information to your new Convio-powered Web site. This minimizes deployment time and ensures that your content will look professional and fit well with your site design.

### About Convio

Convio is the leading provider of software and services to help nonprofits use the Internet strategically to build strong relationships with constituents for driving fundraising and other forms of enduring support. Convio's clients include National Association of Realtors®, U.S. Chamber of Commerce, American Nurses Association, Food Marketing Institute, American College of Emergency Physicians and the American League of Lobbyists.

### Benefits *continued*

**Rapid adoption:** Balancing ease-of-use and functional richness ensures widespread use by an organization's entire team, enabling collaboration from a common relationship management platform.

**Accelerated list growth:** Increase your online community by providing members with a common set of viral marketing tools that encourage list growth via social networking.

**Member-friendly account management:** Provide a one-stop location for individuals to control their communication preferences, maintain their profile, review their activity history and manage their financial transactions with your organization.

**Security:** Protect the privacy of member data, ensure the security of financial transactions and operate online as a trusted email and Web publisher. Convio can help maintain the reputation of your association's brand because we focus on and address online problems like spam, phishing, fraud and identify theft.

**Maintenance:** Easily upgrade administrative tools to incorporate new features and product innovations without the need to hire technical staff and detract from your organization's focus.

**Hosting:** All software and Web site content is securely hosted and always accessible from any location. No hardware or dedicated IT staff required. No separate vendor contract to manage.



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