

Convio for Faith-based Groups

Building a strong foundation on which your online ministry can grow and be most effective begins with building strong, meaningful relationships with your members. You must be able to attract and engage members, understand their interests and motivations, and increase their involvement with your ministry—all while efficiently and successfully spreading your message to the right audiences.

Convio offers a comprehensive suite of software and services that enable faith-based groups like yours to build a more effective ministry, increase the scope of your outreach, nurture and cultivate member relationships to help drive ongoing support, and decrease communication costs while improving administrative processes.

The Convio Solution for Improving Ministry Effectiveness

Based on Convio's proven online constituent relationship management (eCRM) methodology, our software solutions are easy-to-use, customizable, client focused and reliable. You can purchase the full suite or only the products you need now, and add products and services as your ministry's needs grow.

At the core of our solution for faith-based groups is Convio's sophisticated online marketing database, Constituent360™, which stores detailed information about members and tracks their history of involvement with your ministry. With each interaction you're able you gain more insights about your members, then tailor your online communications or Web content based on their individual interests or needs. Convio's online database also easily integrates with leading member management systems, helping to provide a global view of your constituents' interactions with your ministry while effectively supporting a proactive, multi-channel approach to communicating with and ministering to your members.

Convio Web Content Management gives you all the tools you need to create and manage your Web site while strengthening your member community. Engage members online with personalized Web content based upon their interests and motivations. Customize site design and Web pages to reflect your group's unique content strategy.

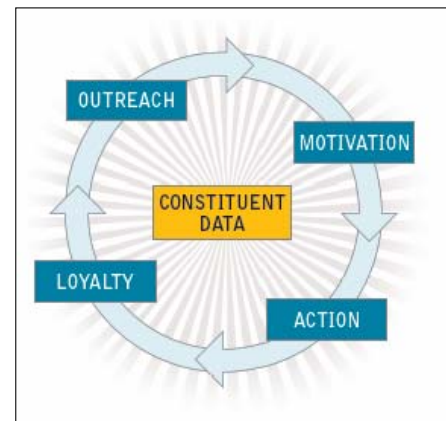
Convio Email Marketing helps you effectively connect with members and other potential supporters using targeted, relevant and personalized email communications. Enable your non-technical staff to create professional-quality online communications that help enhance member relationships and encourage ongoing involvement.

Convio eCommerce enables your group to effectively market relevant products as well as your ministry's specific multimedia resources. Convio eCommerce provides online storefront functionality or enables you to effectively incorporate premium or cross-sell opportunities into your fundraising and donation offerings.

Convio Fundraising helps you increase online giving and drive regular monthly tithing with personalized and dynamic fundraising ask technology. Create and publish online membership and campaign forms as well as online fundraising campaigns.

Constituent360™ is Convio's sophisticated online marketing database that stores detailed information on your members and tracks their online interactions with your group 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 Clubs enables your organization to provide sub-ministries and other groups with easy-to-use online tools for developing and managing centrally-branded, localized Web sites. Convio Clubs can help connect satellite congregations, strengthen affinity among members, drive event participation for various ministry groups and enable efficient online communications for ministry leaders.



Convio's software and services help faith-based groups use the Internet to reach and engage members, increase their involvement, and build deeper, more meaningful relationships with them that help ensure ongoing support.

Convio Events provides online registration and ticket sales for your ministry's numerous events, and also enables you to maintain a central calendar that encompasses events for all ministries across your entire organization.

Convio Personal Events empowers your members to help build community with easy-to-use online tools that enable them to organize and host different types of events in support of your ministry's goals.

Convio DataSync exchanges information stored in your offline database, such as MPower System's MPX™ or Blackbaud's The Raiser's Edge™, bi-directionally with Convio's Constituent360. DataSync enables you to gain a more complete view of member profiles and their activities with your group so you can effectively segment your audience and conduct more relevant, personalized online communications.

Convio Services: 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 ministry's objectives and more effectively fulfill your mission. Convio provides access to consultants who understand the unique needs of faith-based groups, industry-leading training programs, and technical and product usage support. Our faith-based clients have found the following service offerings to be particularly useful:

Online Strategy Consulting — Convio can help you translate your ministry's organizational objectives and vision 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.

About Convio

Convio is the leading provider of software and services to help nonprofits use the Internet strategically to build strong relationships with constituents and drive enduring support. Convio's faith-based clients include Catholic Relief Services, Feed The Children, Insight for Living, Stand to Reason, Turning Point and Walk Thru the Bible.



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