convio®

Convio for Higher Education

Alumni and donor relationships are the cornerstone of any successful Advancement program. That's why Institutions of Higher Education recognize that understanding affinity and building strong relationships is critical for motivating alumni and friends to provide enduring support.

Convio offers a comprehensive suite of solutions for alumni and donor relationship management. Connect with alumni via personalized messages and dynamic Web sites. Recruit them to participate in fundraising, events or advocacy campaigns. Engage alumni with targeted, highly relevant online communications and opportunities to tell more about themselves.

Based on Convio's online constituent relationship management (eCRM) methodology, our solution for colleges, universities and related higher education groups helps you build learning relationships, so you can better understand and capitalize on the different affinities that motivate alumni loyalty.

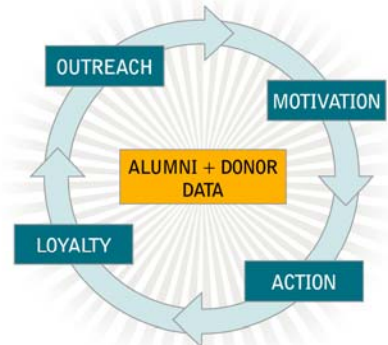### The Convio Solution for Higher Education Advancement

Convio's 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 needs grow.

At the core of our solution for Higher Education Advancement is Convio's sophisticated online marketing database, Constituent360™, that stores detailed information about alumni and donors and tracks their history of interactions with your institution. From donations and survey completions to participation in events, Constituent360 provides you with the right data to build a more complete view of each alumnus and donor, enabling you to run more effective online programs. Contact profiles can be customized and populated with offline data from industry-leading applications including SunGard's Advance™, Sage Millenium™, Datatel's Benefactor™ and Blackbaud's The Raiser's Edge™.

Multi-Affiliate Framework — Convio's multi-affiliate framework helps educational institutions unite their online outreach efforts under a scalable, hierarchical platform. Convio enables you to build complete profiles of various constituencies based on online interactions across your institution. Use our multi-affiliate framework to dynamically build "affiliates" based on virtually any criteria, control access permissions to subsets of constituents, and aggregate and compare results with customizable reports.

Convio Web Content Management — Convio gives you the tools you need to create and manage a dynamic Web site, from an alumni community to fundraising pages, which reflects your institution's unique content strategy. Other features include personalization of Web pages, members only pages, class notes, support for multiple content contributors across your institution and publication workflow. With Convio Web Content Management, you can update your Web site in real time without technical assistance, and deploy Web content concurrently with email, fundraising, events or advocacy campaigns.

Convio Email Marketing — Convio helps you conduct personalized email communications. Your Convio administrator can create and send email communications, as well as view an email communications calendar that provides visibility into online mailings across the institution. This allows for better planning of email campaigns to avoid redundant content or over-mailing to key alumni or donor groups. Convio leads the industry in email deliverability, ensuring email messages reach your audience and avoid bulk or spam folders.

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

Benefits

Integrated Relationship Management: Consolidating all online alumni data into Convio's Constituent360™ database ensures your outreach and engagement activities reflect and contribute to a comprehensive profile for each alumnus or donor.

Profile-Driven Personalization: Use every aspect of alumni records to tailor email communications and create highly relevant Web content based on individual interests. Mail merge alumni data or dynamically insert conditional content blocks based on a particular profile.

Increased Participation Rates: Personalized outreach strengthens loyalty and increases conversion because communications are customized to the alumnus. 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 alumni information across your institution remains synchronized.

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

Convio Fundraising — Convio helps you drive and process online donations for one or more funds. With school or program micro-sites, matching gifts, designated giving and dynamic fundraising ask technology, you can increase the size and frequency of donations while transforming the individual giving donors of today into the major giving donors of tomorrow.

Convio eCommerce — Convio enables you to sell tangible goods (such as t-shirts and hats) or "virtual" goods and services (such as "buy a brick" programs to construct a new building) to your constituent base to raise funds and build loyalty.

Convio Events — Convio enables you to effectively manage events with online tools that simplify the process of promoting events, registering attendees, selling tickets, sending personalized communications and tracking participation.

Convio Advocacy — Convio provides a complete online solution to encourage and manage grassroots online activism. Publish targeted action alert forms that can be completed by alumni and community members for delivery to legislators or other decision-makers.

Constituent360™ — Convio's sophisticated online marketing database stores detailed information on your alumni and donors' online interactions with your institution, including communications preferences, subject matter interests and online behavior (pages visited, links clicked, etc.). Use powerful reporting tools to learn more about your supporters on both an aggregate and individual level, and tailor your Web site, email campaigns and overall online strategy accordingly.

Convio DataSync — DataSync exchanges information stored in your donor database bi-directionally with Constituent360 to help you build updated, comprehensive profiles on alumni and donors. DataSync allows you to use data stored in your fundraising application to segment your audience and personalize online communications for them. Convio has proven experience integrating with industry-leading applications including SunGard's Advance™, Sage Millennium™, Datatel's Benefactor™ and Blackbaud's The Raiser's Edge™.

About Convio
Convio is the leading provider of software and services to help nonprofits and higher education institutions use the Internet strategically to build strong relationships with constituents for driving fundraising and other forms of enduring support. Convio's higher education clients include Barnard College, California Alumni Association, Concordia College, The Ohio State University, Michigan State University, Texas State University, The University of Chicago Graduate School of Business and The University of Texas at Austin.

Benefits *continued*

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.

Alumni-Friendly Account Management: Provide a one-stop location for alumni to control their communication preferences, maintain their profile, review their activity history and manage their financial transactions with your institution.

Security: Protect the privacy of alumni 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 institution's brand because we focus on and address online problems like spam, phishing, fraud and identity theft.

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11921 N. Mopac Expressway, Suite 200, Austin, TX 78759
888-528-9501 | 512-652-2600 | info@convio.com | www.convio.com

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