

Convio for Higher Education

Convio understands that your alumni relationships matter—in fact, they’re critical for establishing a foundation upon which you can drive ongoing support. That’s why we offer a comprehensive suite of solutions for alumni and donor relationship management, including tools for outreach, engagement and cultivation.

Convio’s online tools will help you connect with alumni and donors via personalized messages and dynamic Web sites; recruit them to participate in fundraising, events or advocacy campaigns; and effectively engage them with targeted, highly relevant online communications.

Based on Convio’s online constituent relationship management (eCRM) methodology, our solution for alumni associations helps you build learning relationships, so you can better understand and capitalize on the different affinities that motivate alumni loyalty and encourage them to stay involved.

The Convio Solution for Alumni Associations

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.

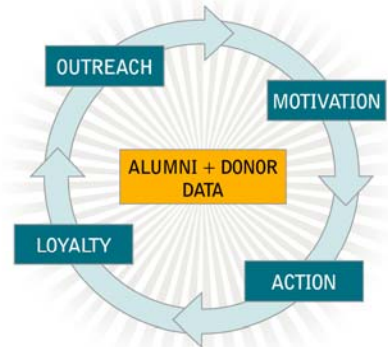
Convio’s sophisticated online marketing database, Constituent360™, is the foundation for your institution’s alumni relationship management program. By combining online interaction details with offline information, Constituent360 helps you build comprehensive profiles on alumni and donors and enables you to conduct more effective online programs. Contact profiles can be populated with offline data from industry-leading applications including SunGard’s Advance™, Sage Millenium™, Datatel’s Benefactor™ and Blackbaud’s The Raiser’s Edge™.

As part of Convio’s ongoing commitment to clients, we partner with industry leading companies that provide specialized features and functionality to complement our offering. Our extensive partner network enables us to provide you with an integrated, best-of-breed solution that helps you take alumni relationships to new levels. Partner options include social and career networking, permanent email, wealth profiling and database appends.

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, 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.

Class Notes — Enable alumni to submit notes (life events, births, marriages, professional news, etc) online as well as search for notes of fellow alumni. Your university will benefit from collecting additional data on alumni which can be used for future marketing efforts. Convio’s class notes also have RSS feeds built in for easy syndication.

Convio Email Marketing — Convio’s online tools help you better connect with and engage alumni and donors using personalized email communications. Non-technical staff can create professional-quality online communications including newsletters, fundraising appeals or action alerts. 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 maximize financial returns by enabling you to efficiently run coordinated fundraising and membership campaigns. Increase conversion rates using personalized “asks” customized to an individual’s preferences or donation history. Offer multiple giving options, including directed giving, matching gifts, joint gifts, honor/memorial gifts and sustainer giving options.

Convio Advocacy — Convio provides a complete online solution to encourage and manage grassroots online activism and help empower your alumni, donors and supporters to participate more effectively in the political process. Publish targeted action alert forms that can be completed by alumni and community members for delivery to legislators. Profiles of local and federal decision-makers help complement the customized content your institution provides about its advocacy campaigns.

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 alumni 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 Clubs — Convio allows you to provide alumni clubs and chapters with a set of easy-to-use Internet tools for developing and managing centrally-branded, localized Web sites. With Convio Clubs, chapters can provide members with local event information, news, membership details, photo albums, alumni stories and more. Club sites help chapters communicate more effectively with members, encourage event participation, build affinity and help keep regionally distributed alumni connected with your institution.

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 Institutions of Higher Education use the Internet strategically to build strong relationships with constituents, alumni, donors or other supporters 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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