

## Convio for Higher Education

Establishing strong alumni and donor relationships is critical, especially in today's increasingly complex and competitive fundraising environment. That's why Convio offers a comprehensive suite of solutions for alumni and donor relationship management, including tools for outreach, engagement and cultivation.

Based on Convio's online constituent relationship management (eCRM) methodology, our solution for higher education development and fundraising professionals helps you develop stronger relationships with alumni and donors, so you can better understand and capitalize on the different affinities that motivate loyalty and encourage ongoing giving and support.

### The Convio Solution for Higher Education Development

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.

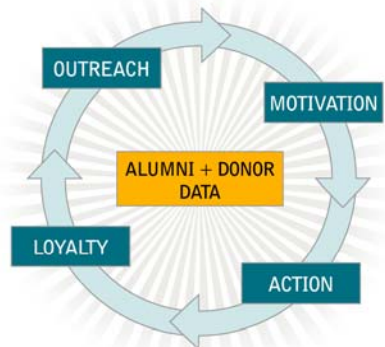
At the core of our solution is Convio's sophisticated online marketing database, Constituent360™, that stores detailed information about alumni and donors and tracks their history of giving and interactions with your institution. By combining online data with offline information, Constituent360 helps 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™ and Banner™, Sage Millenium™, Datatel's Benefactor™ and Blackbaud's The Raiser's Edge™.

**Convio Fundraising** — Convio helps you maximize financial returns by enabling you to efficiently run coordinated fundraising campaigns that are customized to different audiences (alumni, parents, faculty, etc.). 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, designated gifts and sustainer giving options. Effectively integrate your online and offline efforts using your Convio system to process financial transactions that occur via offline channels such as phone or postal mail. Convio offers both credit card and ACH giving options.

**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. List segmentation and dynamic content enable you to customize messages for each recipient, increasing their engagement with your institution. Convio leads the industry in email deliverability, ensuring email messages reach your audience and avoid bulk or spam folders.

**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 and donors to raise funds and build loyalty.

**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'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.

**Strengthen campaign effectiveness:** Use every aspect of alumni records to tailor email communications and create targeted, personalized appeals that link to customized donation pages.

**Increase 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 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™ and Banner™, Sage Millennium™, Datatel's Benefactor™ and Blackbaud's The Raiser's Edge™.

**Corporate Gift Matching with HEP Development Services** — 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 partnership with HEP gives you access to the most widely used database of matching gift companies. HEP's database contains profiles on nearly 13,000 companies and subsidiaries that match gifts to universities, alumni associations and foundations. Include a customized Web link on your donation page that allows your online donors to quickly verify if their gifts can be matched.

### 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*

**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.

**Credit Card Security:** Convio is PCIDSS (Payment Card Industry Data Security Standard) Compliant, offering our clients the highest level of online security available today.



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