Convio for Higher Education

In today's competitive climate, success depends largely on the strength of your relationships with alumni and donors. That's why universities recognize that understanding affinity and establishing strong, lasting relationships is more important than ever in motivating alumni and friends to provide ongoing support.

Alumni may feel most connected to the primary institution, an individual school, a class year or even a specific professor. Understanding those affinities and using them to deliver the right message to the right individual at the right time is the cornerstone of any successful advancement program. Larger universities face the particular challenge of marketing multiple school, program and campaign brands to an audience with many and diverse connections to the university.

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 provides a suite of software and services to help you manage engagement and outreach programs over the Internet. 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 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™.

As you build more comprehensive profiles on alumni and donors, Convio software enables you to tailor future email communications and Web content based on individual interests. Personalized, more relevant communications help engage alumni and donors, increase loyalty, drive giving and build enduring support.

> **Convio for Higher Education**
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> Whether you choose Convio's full suite or specific modules, our solutions are easy-to-use, customizable, client-focused and reliable.
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> Convio can help you:
>
> - Extend your reach
> - Simplify relationship management
> - Accelerate list growth
> - Use profiles to drive personalization
> - Influence decision-makers
> - Increase participation rates
> - Promote rapid institutional adoption
> - Ensure efficient data integration and security

Convio Web Content Management — Convio gives you the tools you need to create and manage a dynamic Web site and allows you personalization opportunities, such as soliciting personal stories from alumni and friends to create a sense of community on your site.

Convio Email Marketing — Convio helps you create and send 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 Fundraising — Convio helps you drive and process online donations for one or more funds. Use personalization and dynamic fundraising ask technology to increase the size and frequency of donations, and transform the individual giving donors of today into the major giving donors of tomorrow. Features include:

- **School or Program Micro-Sites.** Convio allows larger institutions of higher education to provide customized online experiences for individual campus units, while preserving the overall institution's brand. Micro-sites, or mini-Web sites, let a campus unit (such as a law school) set up Web pages, navigation and forms that can borrow aspects of the university's brand while retaining a distinct identity. Donation forms can be customized to the needs of each unit, including specific campaigns, funds, giving options and giving levels. Micro-sites and giving forms can be created quickly for specific needs (such as capital or memorial campaigns). Convio reporting allows for a centralized "roll up" view across micro-sites.

- **Designated Giving.** Institutions can create a master list of gift designations and allow individual schools to select relevant designations for specific campaigns. Donors also can select from among relevant designations when making a donation. Centralized reporting provides easy access to statistics for any designation across all fundraising forms.

- **Matching Gifts.** Donors can look up employers through the institution's giving form during the donation process, with real-time integration to HEP Development's corporate giving database. By providing donors with employer match information and instructions on completing paperwork, your institution will realize increased donations. Convio reporting also will indicate gifts with potential matches, allowing for any necessary follow up by your institution.

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 helps you deliver ticketed event information and drive online ticket sales for fundraising galas and other events.

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. 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™. DataSync allows you to use data stored in your fundraising application to segment your audience and personalize online communications for them. When appropriate, DataSync will update your fundraising database with information gathered through online interactions.

Convio Services for Higher Education: 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 higher education institutions, industry-leading training programs, and technical and product usage support. Our higher education clients have found three 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. Whether it is an email campaign or a capital campaign, we will help you define exactly what needs to be done to launch a successful 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 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.

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