

Convio for Hospitals and Hospital Foundations

Hospitals and their affiliated foundations are confronting more development and marketing challenges than ever, including:

- Increasing per-donor and total donations in the face of escalating costs and reduced sources of funding
- Reaching out to new donors to seed the base of the donor pyramid, and moving existing donors up the pyramid
- Competing with other healthcare facilities for patient mindshare and limited donation dollars
- Reducing the costs of fundraising versus the traditional means of events, telemarketing, and direct mail
- Disseminating information to the community in a timely, effective and efficient manner
- Unifying public-facing communications from your Development, Marketing, and Public Relations departments
- Understanding your constituent base at a deeper level than basic demographic profiles provide

The solution to these challenges is Convio's integrated set of software and services, which form the cornerstone of an effective e-philanthropy program, all based on Convio's proven methodology of online constituent relationship management, or eCRM.

Convio Software Solutions for Hospitals: A Donor Cultivation and Communications Platform

Convio provides a suite of software solutions and services to help you attract, motivate and retain your constituents. You can purchase the full range of products listed below, or only the products you need now, and add products as your needs grow. By using these integrated products, your organization will be able to not only raise funds and reach out to constituent online, but also capture information about your constituents. As you gain insights about your supporters, each online communication will become more relevant to the constituent and more effective at motivating support.

Convio Fundraising to accept online donations to one or more funds, including recurring gifts. 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.

Convio Tributes to enable your constituents to quickly and easily create tribute Web sites in memory or in honor of a friend or loved one to raise funds and build awareness for your organization. For example, the daughter of a former patient who received excellent care at your institution could create a tribute site in honor of her parent, and encourage her friends and family members to contribute to your hospital on her behalf.

Convio TeamRaiser to allow your constituents to recruit participants for your events, including tools to communicate with team members via email and to raise funds online.

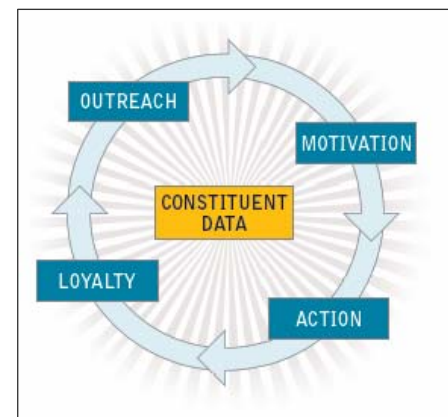
Convio eCommerce to enable you to sell tangible (such as t-shirts and bracelets) or "virtual" goods and services (such as "buy a brick" programs to construct a new hospital wing) to your constituent base to raise funds, build loyalty and encourage your constituents to spread the word about your organization.

Convio Events to provide ticketed event information and online ticket sales for fundraising galas and other events, without manual intervention.

Convio Directory to build a public-facing directory of your physician staff.

Convio Web Content Management and **Convio Email Marketing** to give all the tools you need to manage your Web site, create email newsletters, allow your constituents to send electronic "get well soon" greeting cards, conduct sophisticated fundraising ask email campaigns, and much more.

Constituent360 online marketing database to store detailed information on your constituents' online interactions with your organization, including communications preferences, subject matter interests, and online behavior (pages visited, links clicked, etc.). Use powerful reporting tools to learn more about your constituents 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 organizations use the Internet to reach supporters, motivate them to take action and develop strong enduring relationships that ensure ongoing support.

Convio DataSync to exchange information stored in your donor database (such as Blackbaud's Raiser's Edge) bi-directionally with Constituent360.

For additional information on these individual solutions, please see the corresponding Convio Fact Sheet.

Convio Services for Hospitals: Making the Best Use of our Technology

Simply having the right software tools is only one component of success – you also need the know-how to help you meet your objectives. To this end, Convio provides account managers who understand the unique needs of hospitals, industry-leading training programs, and industry-leading technical and product usage support. Our hospital clients have found three service offerings to be particularly useful:

Online Strategy Consulting. Convio can help you translate your organizational objectives into prioritized 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, in what order, to launch a successful e-philanthropy program.

Virtual Administrator. Convio can provide a dedicated technical resource to manage Convio tools, freeing up your staff to focus on advancing your mission while simultaneously minimizing your risk. The Virtual Administrator, or VA, is an expert at using Convio software and can assist you before, during, or indefinitely after your deployment. Using VA gets your projects deployed more quickly and minimizes your risk.

Content Porting services. If you have a large amount of public-facing content on your Web site – such as collections of articles for patients on medical conditions and treatment options – 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 use the Internet strategically to build strong relationships with constituents for driving fundraising and other forms of support.

Convio has over 500 clients in every segment of the nonprofit sector, including some of the largest nonprofit, higher education and healthcare organizations in the world, such as American Red Cross, The National Multiple Sclerosis Society, American Diabetes Association, Ronald McDonald House Charities, the ALS Association, The Susan G. Komen Breast Cancer Foundation, and AVON Foundation.

Since the company was founded in 1999, Convio software has helped nonprofit organizations raise over \$350 million online.

For more information about Convio's hospital and hospital foundation clients, please see convio.com/hospitals.



Austin | Berkeley | Washington, DC
888-528-9501 | 512-652-2600 | info@convio.com | www.convio.com