Autism Society of America

> "Convio has been invaluable in helping us use the Internet to increase online revenue generation and disseminate more information to those affected by autism."
>
> — Walter Winfield, director of information systems
> Autism Society of America

About the Autism Society of America

Since its inception in 1965, the Autism Society of America has addressed the needs of the autism community. The ASA is the most widely recognized, oldest, and largest grassroots organization within the autism community, with more than 120,000 members and supporters, and a network of nearly 200 chapters nationwide. ASA is the leading voice and resource of the entire autism community in education, advocacy, services, research and support. The ASA is committed to meaningful participation and self-determination in all aspects of life for individuals on the autism spectrum and their families.

The Challenge	The Solution	The Results
▪ Wanted to take advantage of the Internet and emerging online tools as a cost-effective way to raise funds and disseminate information to those affected by autism ▪ As a member-based organization, ASA needed to make every membership dollar go further by cutting costs of sending postal member renewals and processing dues manually ▪ Required more effective way to develop relationships with new and existing constituents to drive increased support	▪ Selected Convio in 2002 as organization-wide Internet/eCRM platform, including software for Web content management, email communications, fundraising, advocacy, ecommerce, volunteer fundraising, peer-to-peer tribute fundraising and event management ▪ Chose Convio because tools are easy to use compared with hand-coding HTML ▪ Start-up and ongoing costs were lower than other options considered ▪ Solution includes easy-to-use, but powerful integrated tools that the 15-person national office staff can use for online fundraising and outreach	▪ Increased email address file 14 fold since 2002. ▪ Now sends information through biweekly email newsletter to registered constituents ▪ Increased online revenue 15 fold since 2002 ▪ Now collects 25 percent of dues revenue online, saving time and money ▪ Of online donors, 62 percent are new constituents

The Convio Difference

Designed to meet the unique needs of nonprofit organizations, Convio's integrated software suite includes products for fundraising, advocacy, events, ecommerce, online community, Web content management and email communications. All products include Constituent360™, a sophisticated online database that centralizes constituent data and integrates with offline databases. It shares data about all online interactions, ensuring you have a complete view of each constituent, which is critical to effective online programs.

CONVIO®

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