# California Alumni Association

"We learned many lessons in our search for online outreach tools: Find a provider with superior customer service; give your vendor regular feedback; and make the end-user experience as simple as possible. Convio is an excellent fit for us."

— Christy Hopeman, director, web & information technology
California Alumni Association, UC Berkeley

## About California Alumni Association

Founded in 1872, the California Alumni Association (CAA) of the University of California, Berkeley, is one of the largest dues-paying associations of alumni in the world, boasting more than 95,000 members. CAA's mission is to serve the community of UC Berkeley alumni and students by providing lifelong connections to each other and to the university. CAA program highlights include the Alumni Scholarship program, the award-winning *California* magazine, the Lair of the Golden Bear family camp, mentorship and career services, alumni groups, and the Cal Discoveries educational travel program.

| The Challenge | The Solution | The Results |
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| ▪ Staff had access to a limited and unsophisticated tool for sending emails to members, registering new members online, and raising funds for scholarships and other programs; data could not be shared among the different functions | ▪ Selected Convio for email marketing, constituent management, fundraising, and advocacy | ▪ Sent nearly 5.9 million emails between 2003 and the end of 2006, with an average open rate of 27%, and click-through rates of 6% |
| ▪ Online forms did not allow for a customized look and feel that was consistent with CAA's brand and image | ▪ Sends a variety of member communications, including the Cal Connection newsletter (more than 130,000 subscribers), the Bear Treks Travel newsletter (38,000 subscribers), and other emails as needed | ▪ Generated approximately $1.3 million in membership dues and donations between October 2003 and December 2006 |
| ▪ Could not access integrated reporting across e-communications, online donations, and member registration systems, despite each communicating with the same constituents | ▪ Uses Convio's Fundraising to launch and manage multiple live campaigns, with as many as ten member registration forms and donation forms active at any one time | ▪ Managed more than 135 paid and unpaid events online, with registrations topping 31,000 thus far; the 2004 Holiday Bowl tailgate alone brought in more than 4,500 registrants and Spring Commencement over 3,800 |
| ▪ Lacked a system to manage member data, from personal information to donations to membership status and history | ▪ Generates and easily customizes donations reports which enable CAA staff to manage the data of more than 130,000 online alumni, friends, members, and donors | ▪ Delivered nearly 140,000 letters to elected officials, including 125,000 emails to legislators within a three day period in opposition to an amendment of a state bill; the results pressured officials to withdraw the Amendment |

## 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.