

Catholic Medical Mission Board



CMMB
CATHOLIC MEDICAL MISSION BOARD

“Convio has enabled us to pursue a successful multi-channel marketing strategy that has led to impressive results. Using Convio in conjunction with the strategic consulting services of Amergent and NPAdvisors, we have increased our online giving in four years, from \$32,000 to more than \$168,000, and grown our email list from 4,000 to 32,000.”

— Dominic Manfredi, direct marketing manager
Catholic Medical Mission Board

About Catholic Medical Mission Board

Founded in 1928, Catholic Medical Mission Board (CMMB) works collaboratively to provide quality healthcare initiatives, without discrimination, to people in need around the world. In FY2006, it provided medicines and medical supplies, valued at more than US\$128 million, to 52 countries, and supported 123 medical volunteers in 27 countries. With donor support, CMMB collaborates with partners to support healthcare projects in resource-poor countries that address HIV and AIDS, child health and neglected diseases.

The Challenge	The Solution	The Results
<ul style="list-style-type: none"> Lacked sophistication in online efforts, including the ability to track visitor activity on CMMB's Web site Experienced stagnation in online donations, possibly caused by generic donation form that left prospects and donors uninspired to give Managed Web-based initiatives and offline development efforts separately, which led to non-integrated messaging for e-campaigns and direct mail programs Needed to improve Web presence to increase revenue for direct mail program 	<ul style="list-style-type: none"> Implemented Convio's fundraising Leverage multi-channel marketing using the services of Amergent for direct mail campaigns, and NPAdvisors for strategic consulting Test various types of messages and tailor future campaigns based on results Integrate online campaigns, including messaging and customized donation pages with direct mail appeals Can more effectively engage existing donors and increase renewal rates, as well as acquire new donors through viral marketing 	<ul style="list-style-type: none"> Increased online giving from just over \$32,000 in FY03 to more than \$168,000 in FY07, with online donations nearly doubling during the first year using Convio Launched an 'All Souls' appeal in October 2006, which led to more than 600 prayers being sent through Convio; has now become an annual event and a key donor stewardship tool Grew email list from 4,000 in 2005 to 32,000 in 2007 through new online registrations and donors, as well as through email appends that were followed by confirmation emails to the appended constituents Launching new cross-departmental initiatives, including chaperoned emails that utilized the services of American Catholic, Catholic Online and Catholic Exchange

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.



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