



"Our organization is very particular about mapping all online donation forms to offline campaigns in The Raiser's Edge. Prior to implementing the Connector, that process was done by hand, which was very time-intensive, troublesome, and error-prone, and now utilizing the cross-reference feature in Connector saves us 95 percent more time and we are 100 percent more accurate which helps us better analyze results and plan for future campaigns."

— Chris Williams, Senior Director
Fundraising Operations, Conservation International

Conservation International: A Data Integration Success Story

Conservation International (CI) had been using Blackbaud's The Raiser's Edge® for more than 15 years as its master repository for constituent and transaction data and implemented Convio Online Marketing in 2005 to expand its online marketing and fundraising efforts. The organization had been diligent about inputting all data captured online into The Raiser's Edge, but their methods were inefficient and time consuming. Often, constituent records had missing information or empty fields, and at times donations were not applied to the correct campaign and duplicate constituents were not recognized, which impacted reporting results. Shortly after the Convio Online Marketing installation project was complete, CI decided to implement Convio Connector RE to more fully integrate with The Raiser's Edge and streamline the data management process.

Organization Stats	The Benefits	The Results
<ul style="list-style-type: none"> ▪ \$240 million in revenue in FY 2008 ▪ Development Operations team of 10 is primarily responsible for the integrity of data housed in The Raiser's Edge ▪ Organization maintains 120,000 constituent records and over 300,000 gift records in Raiser's Edge and can leverage that data online using Connector ▪ CI's membership segment grew 310 percent from 2006 to 2009, and now manages more than 92,000 constituent records with email ▪ The team manages up to 15 different donation forms; each are mapped to a campaign, fund and appeal in Raiser's Edge for optimal reporting results 	<ul style="list-style-type: none"> ▪ Streamlining data management by initiating the synchronization process once a week to push all information captured online into master donor database while detecting duplicates ▪ Recognizing constituents online instantly and can provide a more personal experience based on information stored in Raiser's Edge including name, last donation, and more ▪ Linking online and offline campaigns by automatically viewing new data elements such as campaigns or groups from your Raiser's Edge database ▪ Easily managing campaigns and groups to ensure that appeals go to the correct people with the most accurate and recent information from Raiser's Edge ▪ Providing data updates to constituents viewing profile online such as a name or address change made offline 	<ul style="list-style-type: none"> ▪ 100% more efficient and accurate in gift entry and segmentation ▪ 33% more time saved with highly-automated Connector synchronization of data between the two systems ▪ 95% more time saved with the capability to access RE-side segmentation (groups and lists) and automatically build corresponding groups in Convio ▪ Improved confidence in reporting capabilities and decisions based on results, due to data integrity ▪ Ability to keep constituent data updated; greatly reduced incidence of messaging with wrong or out-of-date information ▪ A process recognized for efficiency and ease-of-use, and delivery of data required by organization

About Convio

Convio is the leading provider of on-demand constituent relationship management (CRM) software and services that give nonprofit organizations a better way to inspire and mobilize people to support their organization. The company's online marketing suite offers integrated software for fundraising, advocacy, events, email marketing and web content management. All Convio products are delivered through the Software-as-a-Service (SaaS) model and are backed by a portfolio of best-in-class consulting and support services and a network of partners who provide value-added services and applications focused on the unique needs of nonprofit organizations.

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