



*"The Convio Open APIs enabled us to create our boundless Fundraising application to seamlessly connect TeamRaiser participants with their Facebook network. This capability allowed Komen Austin participants to take advantage of social networks for increased fundraising results."*

— Donna Wilkins, President  
Charity Dynamics

**Leveraging Social Networks for Real Fundraising Results**

The Austin Affiliate of the Susan G. Komen for the Cure® sought an effective and accessible way to tap into the power of social networking to meet the \$1 million fundraising goal set for the Komen Race for the Cure, a 5K race benefitting the fight against breast cancer. The organization leveraged technology integration between Facebook, Convio TeamRaiser™, Convio Open application programming interfaces (APIs), and *boundless* Fundraising™, an application built by Charity Dynamics. *Boundless* Fundraising bridged Convio TeamRaiser with Facebook — extending fundraising capabilities and multiplying the value for Komen Austin and the final results exceeded all expectations.

The Solutions	The Benefits	The Results
<ul style="list-style-type: none"> <li>▪ <i>boundless</i> Fundraising, a customizable Facebook application that race participants can place on their Facebook pages</li> <li>▪ Convio TeamRaiser, a complete online software solution for empowering supporter to fundraise on the organization’s behalf</li> <li>▪ TeamRaiser APIs, a tool produced by the Convio Open Initiative, were used to make custom-built displays of individual participants fundraising progress</li> <li>▪ From the branded <i>boundless</i> Fundraising application, Facebook friends were directed to the participants’ Convio powered fundraising pages on Komen Race for the Cure where they could make donations and become directly involved in the organization</li> </ul>	<ul style="list-style-type: none"> <li>▪ Raising more money, reaching more donors, and achieving overall goals for the event</li> <li>▪ Harnessing the profound effect social networks can have in attracting and engaging new constituents</li> <li>▪ Experiencing the viral communication made possible by sites like Facebook — nonprofits can hand over the promotion of their mission to passionate people and watch it spread</li> <li>▪ Leveraging tools, like <i>boundless</i> Fundraising, that integrate into social networks provide a new set of engagement opportunities for existing constituents</li> <li>▪ Utilizing separate, custom-built applications that integrate with Convio solutions</li> </ul>	<ul style="list-style-type: none"> <li>▪ The <i>boundless</i> Fundraising social networking application was adopted by 676 participants</li> <li>▪ Komen Austin received more than 2700 referrals from Facebook as a result of the application</li> <li>▪ Participants who added <i>boundless</i> Fundraising to their pages outperformed non-adopters by 595 percent</li> <li>▪ Use of <i>boundless</i> Fundraising garnered more than three times as many donations</li> <li>▪ Participants using <i>boundless</i> Fundraising exceeded their goals by a 2:1 margin</li> <li>▪ Komen Austin plans to use <i>boundless</i> Fundraising application for several upcoming fundraising initiatives</li> </ul>

**About Susan G. Komen Austin Affiliate**

Susan G. Komen for the Cure Austin Affiliate provides breast health services to women and men in Bastrop, Caldwell, Hays, Travis, and Williamson Counties. For more information, visit them on the Web at [www.komenaustin.org](http://www.komenaustin.org) or call (512) 473-0900. Komen for the Cure is the world’s largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures.

**About Charity Dynamics**

Charity Dynamics provides comprehensive online solutions for nonprofit organizations. From strategy to implementation and beyond, Charity Dynamics partners with clients of all sizes to deliver the services, software, and support they need to meet their objectives. Clients include The ALS Association, American Cancer Society, Chesapeake Bay Foundation, Operation Smile, and the National Multiple Sclerosis Society.

**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.

