

Komen Denver



“Before Convio, registrations, pledge pages, and communications were constrained by our online solution. Now we execute targeted email campaigns, process and accept online registrations, and run reports in real-time. Registrations have more than doubled, and online pledge dollars have increased by 1000% in two years!”

— Deanna Spurvey, co-chair, Web committee
Komen Denver Race for the Cure

About the Komen Denver Race for the Cure

The Denver Metropolitan Affiliate of Susan G. Komen for the Cure was founded in 1994 to carry out the mission of the national organization on a local level. The Komen Foundation, headquartered in Dallas, was established in 1982 because of a promise made between two sisters — Susan Goodman Komen and Nancy Goodman Brinker. Before her death from breast cancer at 36, Suzy asked her sister to do everything possible to bring an end to the disease. By establishing the Foundation, Nancy kept her promise. Today, the Foundation is an international organization with a network of 100,000 volunteers working through 125 local Affiliates and Komen Denver Race for the Cure® events. Together with its Affiliate Network (of which Denver is a participant), corporate partners and generous donors, the Komen Foundation has raised more than \$1 billion for the fight against breast cancer.

The Challenge	The Solution	The Results
<ul style="list-style-type: none"> Previous online solution for registration and pledge pages required thousands of dollars of customization to meet the organization's needs Technical support for the application was limited to evenings; no training or help guides available to end-users Reports were costly and difficult to access because they were run by an external developer that billed hourly Unable to issue refunds, re-allocate donations to pledge pages, or send email campaigns to participants and donors 	<ul style="list-style-type: none"> Selected Convio for TeamRaiser™, content management, events, fundraising and email capabilities in 2005 to improve online efforts Creates targeted email campaigns, segmenting list by various parameters including: registration status, donation amounts, age groups, survivors and volunteers Accesses real-time reports without technical expertise or added expense Uses 24 hour technical support to reach someone when needed; end-users questions sent and tracked online Provides constituents with a user-friendly interface to solicit pledges 	<ul style="list-style-type: none"> Online registrations doubled from 10,000 to more than 20,000 in the first year of using Convio Online pledge dollars rose from \$80,000 to \$523,000 in one year, and then to \$873,000 the following year (an overall increase of about 1000%) Launched new site in a short timeframe, allowing the organization to quickly benefit from its investment Easily manages changes to registrations (e.g., moving team members and donations), and tweaks pledge pages to meet participants' needs

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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