



"Connector RE is integral to our operation and enables us to quickly respond during emergencies and effectively manage an influx of donations and constituent information. During the Myanmar and China earthquake, we were able to create a campaign in The Raiser's Edge, map it to a donation form and were ready to accept donations within the same day of the disaster with all incoming information being updated in both systems."

— Debbie Curran, Webmaster
MAP International

MAP International: A Data Integration Success Story

When MAP International — at \$397 million in revenues, and a top 100 nonprofit Christian organization — decided to switch online marketing vendors, it realized a new solution must meet the following requirements: support its multi-channel marketing efforts, boost online fundraising, and integrate with Blackbaud's The Raiser's Edge®, its existing donor database for more than 10 years. MAP International wanted a best-in-class online marketing solution without compromising the use of The Raiser's Edge. The organization selected Convio Online Marketing and Connector RE to enable integrated, online outreach and fundraising while automatically exchanging and synchronizing data between Convio and The Raiser's Edge. MAP International has successfully deployed a technology infrastructure where all online and offline constituent data is integrated between the two systems, creating efficiencies and time savings across the entire organization.

"We initiate the data synchronization process every three days for standard gift volumes, increasing frequency as needed for spikes related to natural disasters and other high-traffic events. The entire process takes up to 30 minutes and allows me to better allocate my time."

— Debbie Curran, Webmaster
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Benefits of Convio Connector RE

1 Manage a master donor database that:

- Holds an accurate, up-to-date view of constituents
- Reflects each and every transaction
- Is recognized for its data integrity

2 Contribute to bottom-line fundraising by:

- Enabling each constituent to receive personal, relevant communications
- Measuring the overall campaign ROI metrics across multiple marketing channels

The Challenge	The Solution	The Results
<ul style="list-style-type: none"> ▪ Wanted to synchronize data between online marketing database and offline donor database to have a complete and up-to-date view of all constituent relationships ▪ Needed to reduce manual processes and duplication errors ▪ Wanted to leverage data in RE for online outreach including campaigns and segments ▪ Required a tool that would detect transaction errors and gaps in information ▪ Desired streamlined constituent and transaction data management 	<ul style="list-style-type: none"> ▪ Selected Convio Online Marketing and Connector RE ▪ Real-time data integration enables online communications to be up-to-date and personalized to constituents based on information stored in RE ▪ Able to map donation forms to campaigns setup in Raiser's Edge, making it easier to track and analyze results ▪ Has reduced manual processes and ensures data integrity between systems ▪ Uses email to keep major donors informed of details about gala fundraising events, including save-the-date information, donation forms, and photos and videos from events 	<ul style="list-style-type: none"> ▪ 100% more efficient in gift entry and auditing due to the import/export features of Connector ▪ Can include sustaining gifts in the accounting report without manual reconciliation ▪ Eliminated the use of a caging partner to process donations ▪ Able to pull from 105,000 constituent records in RE to make online communications more valuable to the supporter ▪ Leverages more than 40 donation forms that map to 46 Convio campaigns providing better tracking and analyzing capabilities

Best Practices

Using an online marketing database and a different offline donor database is a common scenario for nonprofits, and MAP International has implemented an infrastructure that organizations can easily emulate. For optimal usage of Connector RE, MAP International organization recommends various teams perform due diligence of the existing processes and recommend these best practices before implementing the system and ongoing maintenance:

Prior to implementation:

- Communication is key – include IT, Marketing, Internal Donor Relations, Accounting or anyone else that has a vested interest in the process and the resulting data
- Have a standard operating procedure on the maintenance process
- Cleanse existing data in Raiser's Edge prior to importing into Convio and resolve duplicates
- Importing of constituent data into Convio should also include associated Raiser's Edge ID's
- Ensure that any existing imports or future imports from third-party data sources do not include any ID's

After implementation:

- Decide upon a dedicated resource to make global changes to the data and print receipts from the system
- Determine how duplicate records should be merged (i.e. use the oldest or newest record)
- Map online donation forms to specific campaigns in RE
- Don't recreate the wheel - take advantage of existing RE segmentation
- Use consistent and coherent file naming conventions
- Use data synchronization frequently to ensure constituent data is updated in both systems

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, and its Common Ground™ CRM system helps organizations efficiently track and manage all interactions with supporters. 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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