



*"We wanted to better utilize the Web 2.0 environment to attract and engage an entirely new audience of younger constituents. With the guidance of Convio's interactive consultants, we developed and launched a Facebook application that enabled us to quickly surpass our goals and create a community of more than 1,600 new supporters — and it's still growing."*

— Andrew Betts, Director of Communications and Marketing  
Outreach International

**Overview**

For the past three decades, Outreach International has been addressing poverty-related issues across the globe. However, there has been very little awareness of the organization's cause and efforts. The group wanted an innovative way to tap into the digital generation to cultivate a new kind of donor — ones that are highly motivated, more loyal and stay engaged with their organization. The Convio Application for Facebook™ offered an ideal solution.

The Challenge	The Solution	The Results
<ul style="list-style-type: none"> <li>▪ Despite a 30-year history, organization has low brand recognition, especially among young adults</li> <li>▪ Majority of constituent base is 65+ and minimally active or responsive through online channel</li> <li>▪ Wanted a cost-effective way to leverage social media tools, specifically Facebook, to engage a newer and younger audience of potential donors</li> <li>▪ Needed to have an interesting campaign "hook" to recruit new supporters</li> <li>▪ Wanted method to nurture and retain new supporters to build ongoing interest and participation in organization's cause</li> </ul>	<ul style="list-style-type: none"> <li>▪ Engaged Convio's Client Success Services (CSS) to develop viral campaign strategy and tactics</li> <li>▪ Created "Plant a Tree" Facebook application to support long-term effort focused on reforestation</li> <li>▪ Anyone who downloads the application receives Outreach International's "Plant a Tree" badge on their Facebook profile containing a call-to-action encouraging others to join the movement</li> <li>▪ Plant a Tree "gifts" can be forwarded to other Facebook users, and points accrue for referrals and donations</li> <li>▪ Ranking system awards different Facebook profile badges based on number of actions</li> <li>▪ Developed new communication channel utilizing supporters' Facebook profiles</li> </ul>	<ul style="list-style-type: none"> <li>▪ Within six months, built entirely new community of more than 1,600 Facebook users</li> <li>▪ During initial months of campaign, organization averaged ten new supporters per day via Facebook</li> <li>▪ For the first time, Outreach International has created a viral movement and growing interest in the organization's mission</li> <li>▪ Group continues to build awareness, generate interest and increase loyalty among new supporters with frequent and relevant communications (feature stories, news, videos, blog posts, etc.) delivered specifically through their Facebook profiles</li> </ul>

**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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