

League of Conservation Voters



“One of the appealing aspects of the Convio system is having all of our online needs under one roof. Our Web management back end is now integrated with our email, advocacy, and fundraising tools, ensuring a consistent message and experience for our constituents.”

— Elizabeth O'Connell, director of development operations
League of Conservation Voters

About The League of Conservation Voters

The League of Conservation Voters (LCV) is the independent political voice for the environment and the only organization that advocates for sound environmental policies and helps elect pro-environmental candidates who will adopt and implement such policies. LCV runs campaigns to defeat anti-environment candidates and elect leaders who stand up for a clean, healthy future for America. Its National Environmental Scorecard and Presidential Report Card are designed to educate citizens on the most important environmental votes of that year and to hold Congress and the administration accountable to the public for their votes on the environment. Through its regional offices, LCV builds coalitions, educates citizens on conservation issues, promotes grassroots power, and trains the next generation of environmental leaders.

The Challenge	The Solution	The Results
<ul style="list-style-type: none"> ▪ Inadequate tools to manage Web site content impeded ability to quickly create micro-sites (smaller Web sites focused on more specific content than that of the main LCV sites) ▪ Lack of integration among Web site management and other engagement capabilities, including email messaging system, and online fundraising and advocacy tools ▪ Web site visitors couldn't easily subscribe to LCV's email newsletters from any page of the Web site, or see current advocacy action alerts and donation opportunities 	<ul style="list-style-type: none"> ▪ Implemented Convio's email messaging, constituent management, advocacy, fundraising, community, events, and Web content tools in March 2005 ▪ Integrated online advocacy and fundraising campaigns into the organization's Web sites ▪ Intuitive content management tools allowed five LCV staff members to use the tools without extensive training ▪ Migrated existing Web sites onto the Convio content management system; leveraged Convio's training, support, and deployment services to facilitate this process quickly and efficiently 	<ul style="list-style-type: none"> ▪ Launched its first fundraising and advocacy campaigns within two weeks, and migrated its entire Web site within two months ▪ Able to produce content more efficiently now, which permits LCV to launch campaigns more quickly and in turn improves interactions with field staff and state affiliates ▪ User-friendly, step-by-step visual editor facilitated the creation of three interactive Web sites, composed of more than 3,500 pages ▪ Launched "Hands Off Our Coast" Web pages, with email and advocacy campaigns in Summer 2005 to oppose offshore drilling; 200,000 letters sent to U.S. Senators, and \$9,000 raised

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.



11921 N. Mopac Expressway, Suite 200 Austin, TX 78759
888-528-9501 | 512-652-2600 | info@convio.com | www.convio.com