North Carolina Conservation Network

"Convio was the gold standard within its industry. The company's reputation, team, and references made our decision very easy. We signed our contract with Convio at the beginning of June, and were live by the end of the month. Our account manager and the technical support team were great."

— Heather Yandow, director of development and communications

About North Carolina Conservation Network

The North Carolina Conservation Network (NCCN) is a statewide network of over 120 environmental, community, and environmental justice organizations focused on protecting North Carolina's environment and public health. The North Carolina Conservation Network supports, trains and coordinates diverse groups and directly advocates to achieve equitable and sustainable solutions for our environment. NCCN serves two distinct audiences, each with different needs and interests. The first audience is a long list of North Carolina environmental groups who pay dues to the organization. NCCN provides affiliate services to these groups, including a daily news clipping, weekly alerts, and legislative updates. The second audience is a large group of concerned citizens who receive free action alert emails from NCCN, and who take part in the organization's grassroots advocacy campaigns.

The Challenge	The Solution	The Results
Online advocacy tool with basic functionality limited NCCN's ability to launch targeted campaigns	Selected Convio in June 2004 to power its email, and online advocacy, fundraising, and event campaigns	List has more than doubled through the execution of targeted online campaigns
Advocacy campaign response rates weren't as high as desired and supporter engagement levels were low	User-friendly, comprehensive system allows NCCN to reach out to its growing member base online without requiring more time and effort	Email deliverability rates improved considerably because of Convio's whitelist status with major ISPs
Unable to directly accept donations online through its Web site; donations were processed through Network For Good™, but couldn't be tracked by NCCN	Outreach efforts are easily tracked, and historical data is leveraged for future campaigns that target recipients more effectively	Multiple fundraising campaigns that offer different giving options (i.e. one-time, or monthly), are simultaneously executed; response metrics are easily tracked
Used Excel to manage lists; cut and pasted email addresses from Excel into Outlook to send out mass emails in plain text format	Able to send attractive HTML emails with images and create visually appealing online advocacy and fundraising campaigns	Quickly identifies "hot issues" by tracking letter edit rates for advocacy campaigns, which have reached up to 43% with Convio
Needed a single, scalable system that could accommodate anticipated growth of NCCN's grassroots efforts and online communications	More coordination between online and offline activities	Launched more events than ever; individuals can register online for events, and NCCN can send follow-up emails and view guest lists

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.

CONVIO®