

St. Francis House



"In the six months during which St. Francis House engaged Convio's strategic consulting unit, the consultant assigned to our project became an invaluable member of our team. He helped us to build and grow an exciting, interactive online marketing program, impress upon stakeholders the importance of online constituent relationship management, and exceed our fundraising goal by over 500%."

— Karen LaFrazia, Executive Director
St. Francis House

About St. Francis House

St. Francis House is a nonprofit, nonsectarian day shelter. The largest such organization in New England, they serve more than 800 men and women every day of the year. They provide basic services including food, clothing, daytime shelter, and medical care combined with mental health and substance abuse counseling and rehabilitative services, as well as job skills training and supportive housing to help guests establish lives independent of shelters and institutions. St. Francis House believes that homelessness is an experience, not an identity. In that spirit, they provide a safe, caring, respectful, and dignified refuge.

The Challenge	The Solution	The Results
<ul style="list-style-type: none"> ▪ Needed to increase its list of 150 email addresses ▪ Wanted to start accepting online donations and bring new constituents online to increase fundraising results ▪ Had an aging donor base and lacked effective means of connecting with younger prospects ▪ Communications with constituent base were limited to 4 direct mail newsletters, and 4 appeals each year; needed to supplement offline communications with online marketing ▪ Content on original Web site was updated infrequently because of time, effort, and expertise required to make changes 	<ul style="list-style-type: none"> ▪ Chose Convio fundraising, content management, email, and strategic consulting services to improve online communications ▪ Created and launched micro-campaigns, including "Friends of Frank," to target donors in their 20s, 30s, and 40s ▪ Began to send a regular email newsletter, along with event updates, as part of an effort to provide regular and consistent communications to constituents ▪ Coordinated online and offline fundraising campaigns, segmenting constituents based on giving history and other data collected 	<ul style="list-style-type: none"> ▪ Raised over \$73,000 online within the first 10 months of using Convio ▪ Worked with a Convio Interactive Consultant to devise and implement an integrated strategy that increased the email addresses from 150 to 1800 in 12 months ▪ In the first year-end campaign, a donor gave \$5,000 in response to an e-appeal to help St. Francis reach its annual fundraising goal ▪ Increased online giving from existing donors who traditionally gave offline ▪ Added many new donors who gave online, including many from other states and several from other countries ▪ Efficiently achieved results with one person managing all online marketing

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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