

Trisomy 18 Foundation



“Our investment in Convio was key to broadening our online efforts and building critical capacity to serve our growing national organization. We needed a better understanding of our constituents in order to connect and engage with them on a regular basis. Our audience is now empowered to find the information they need in a phased way, while our staff can easily manage many more initiatives to serve our mission.”

Victoria J. Miller, founder and executive director
Trisomy 18 Foundation

About Trisomy 18 Foundation

Trisomy 18 (or Edwards Syndrome) is a serious genetic condition that occurs in approximately one in every 3,000 live births. The Foundation's mission is to guide the search for a cure and treatments, to educate and support medical professionals, and to create a caring worldwide community for affected families. The Foundation envisions a world where Trisomy 18 is a preventable and treatable condition and all parents have access to compassionate, knowledgeable care that respects the humanity of their child diagnosed with Trisomy 18.

The Challenge	The Solution	The Results
<ul style="list-style-type: none"> A small staff with limited budget and an unwieldy Web presence needed to serve audiences with diverse interests Sought a cost-effective way to provide patient education, resources and support, as well as interactions with other peer parents, in a 24/7 Web-based environment Wanted to send email communications to constituents, but lacked appropriate technology Changes to Web site required HTML expertise Used PayPal ® as the sole means of accepting donations online, which limited donors' payment options Lacked ability to engage and communicate with readers of the organization's online forum boards 	<ul style="list-style-type: none"> Chose Convio Fundraising, Email Marketing, Web Content Management, Ecommerce and Tributes Introduced the various Convio tools through a phased approach to support the organization's growth Makes frequent updates to Web site, without having to use HTML coding Leverages conditional content to customize messaging based on fields in constituents' individual profiles Solution supports the fast-growing organization, its growing online initiatives, and expanding audience Empowers constituents to create Web sites that share personal stories with friends, family and the community as part of the grieving and healing process 	<ul style="list-style-type: none"> Increased online monthly donations from \$2,000 to \$10,000, with total donations more than tripling in one year Segmentation capabilities have helped define and build ecosystems of constituents, and meet their diverse needs without adding personnel to the organization Doubled email file in just over 12 months, with an average of 400 new registrants each month Unique Web site visitors have increased from 8,000 to 20,000+ in one year, with monthly hits exceeding 1 million Freed up staff resources to pursue other organizational goals

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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