

United Way of Lake County



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“With Convio services, we were up and running in a matter of days — much faster than we could have been by ourselves. Now, we look more professional and polished. Our Web site content is current, our email newsletters are regular and visually appealing, and we are able to follow-up with our donors in a timely and meaningful way.”

— Jennifer D. Yonan, vice president of marketing
United Way of Lake County

About United Way of Lake County

United Way is a national network of more than 1,300 locally governed organizations that work to create lasting positive changes in communities and people’s lives. Building on more than a century of service as the nation’s preeminent community-based fundraiser, United Way engages the community to identify the underlying causes of the most significant local issues, develops strategies and pulls together financial and human resources to address them, and measures the results. United Way of Lake County’s mission is to improve people’s lives by mobilizing the community to identify key community needs and collaborate with solutions that have measurable results and make a positive impact.

The Challenge	The Solution	The Results
<ul style="list-style-type: none"> Had minimal control over Web site content, which led to visitors receiving outdated information Struggled with production of email newsletter; previous platform was unstable, complicated, and time-consuming to use Unable to easily segment and analyze email file, which limited ability to execute targeted communications Built a generic online donation page, but couldn’t customize it to reflect current campaigns; information about online donors took 3-4 months to receive Lack of visibility into donor base limited ability to create personal relationships and tailored communications in a competitive market for workplace giving 	<ul style="list-style-type: none"> Selected Convio Fundraising, Email Marketing, and Web Content Management because the easy-to-use tools were integrated into a single online system Used Convio services to accelerate the implementation process and to establish benchmarks early on for tracking future campaign successes Able to create customized ‘micro-sites’ designed to appeal to specific audiences Segments email file and tailors online communications based on information collected in Convio’s Constituent360™ database Leverages best practices and innovative concepts to expand breadth and success of online initiatives 	<ul style="list-style-type: none"> Less time required to execute Web site content changes and to launch professional online campaigns Improved event attendance by up to 80% through online registration, email invitations, and follow-up messages Viral marketing of email messages increased response rate to events and campaigns, and improved brand awareness in workplace giving Doubled online donations within six months of using Convio; after first year, donations increased nine-fold Grew email file by more than 30% in less than a year Grew Web site traffic to more than 2,000 unique visitors per month

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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