

JEWISH NATIONAL FUND

Improving outreach, increasing donations and integrating online and offline data.

"Convio gives us total control over our online activities without needing outside assistance. Using Convio's Web-based technology, we can now easily create and send email communications, set up online campaigns, update Web site content and measure results, which is paramount in determining online success." — *Russell Robinson, CEO, Jewish National Fund*

ABOUT JNF

Jewish National Fund (www.jnf.org) is a nonprofit organization founded in 1901 to serve as caretaker of the land of Israel on behalf of its owners — Jewish people everywhere. Over the past century, JNF has planted more than 240 million trees, built more than 165 dams and reservoirs, developed more than 250,000 acres of land, created more than 450 parks throughout Israel and educated students around the world about Israel and the environment.

THE CHALLENGE

Jewish National Fund (JNF) has several ongoing fundraising campaigns in which the group offers opportunities to purchase products, including Bar and Bat Mitzvah invitations, tree certificates — in which a tree is planted in Israel in honor or memory of someone, and water greeting cards and certificates — in which proceeds go to increasing Israel's water resources. When the organization wanted to use the Internet to improve outreach to new and existing constituents as well as add online functionality to existing fundraising programs, it had several considerations:

- JNF was frustrated with the inconvenience and ineffectiveness of working through multiple software vendors whose solutions were not integrated. The group needed an integrated online solution that staff members could administer themselves.
- With only one staff member dedicated to online initiatives, JNF needed an easy-to-use Web-based software solution.
- Because JNF had multiple online and offline campaigns, it needed an online solution that would integrate with offline databases for a complete view of constituents and more coordinated communications.
- JNF needed a solution for sending regular email communications, connecting online and offline databases and adding campaigns and content on a moment's notice. The solution also would have to enable donors to register for trips and missions. In addition, the group needed insight into email and Web metrics to judge campaign effectiveness and content interest, and to improve future communications.

THE CONVIO[®] SOLUTION

JNF chose Convio for an online solution that includes software for Web content management, online fundraising and marketing, events and external communications. A key consideration in JNF's

HIGHLIGHTS

Within two years of using Convio, JNF achieved strong results, including:

Improved Outreach

- Grew roster of email addresses 100 percent in 2004
- Became first Jewish nonprofit to localize 30+ regional monthly email newsletters

Increased Response

- Raised \$1.4 million+ online in 2004 — more than any other Jewish or environmental organization for the third consecutive year
- Increased number of online donors by 50 percent (from 19,100 in 2003 to 29,500 in 2004)
- Forty-eight percent of people who donated in 2004 were new to the organization

Better Integration

- Reduced cost and complexity of online program administration by using a single integrated solution
- Improved coordination of programs by synchronizing data collected online with offline databases

More Efficiency

- With just one person administering the Web site, grew site by 400 pages and increased products on Web site from three to 20

decision was Convio's ability to synchronize data collected online through Convio with JNF's offline donor database, PledgeMaker, for a more complete view of its constituents.

JNF uses Convio to power its 800-page Web site, which has grown by 700 pages since the organization started using Convio. Because using Convio does not require technical knowledge, one person is able to update and grow the site. According to JNF, the group now manages a stronger, more sophisticated site — easily adding product lines to its online store. In fact, before implementing Convio, JNF had just three tree certificates on its Web site. Now, the group has 20 products including 10 tree certificates.

Using Convio, JNF implemented a new program related to tree sales. The group used Convio Rewards to develop the E-Z Tree™ program, which allows constituents to accrue points for contributions and redeem them for discounts on future product purchases. For example, if a constituent contributes \$100 into an E-Z Tree account and receives 10 points, he can use those points toward 10 tree certificates. Ten tree certificates would otherwise cost \$180. JNF also customized its Web site to recognize E-Z Tree members and display their individual account balances while notifying them if the balances are low and need replenishing.

JNF also uses Convio's reporting capabilities to analyze email and Web page click-through rates, determine constituent

interests and measure which programs are most successful. In addition, through Convio's reporting capabilities, JNF now can tell that visitors are spending about 10 times more time on its Web site than prior to implementing Convio.

"JNF is the leading Jewish philanthropic organization in its use of the Internet," said Michael Jacobson, chair of JNF's marketing committee. "It's strategy of driving people to its site with electronic newsletters is helping people embrace JNF's message."

The screenshot shows the JNF website interface. At the top left is the JNF logo with the tagline 'JNF, for ISRAEL forever.' and the phone number '888-JNF-0099'. Below the logo is a search bar and a navigation menu with categories like 'LOG IN', 'HISTORY', 'OUR WORK IN ISRAEL', 'NATIONAL', 'REGIONAL OFFICES', 'DONATION OPPORTUNITIES', 'PLANNED GIVING', 'MAJOR PROJECTS', 'EDUCATION', 'TRAVEL & TOURS', 'DONOR SOCIETIES', 'ON CAMPUS', 'CONGREGATIONS', 'SPEAKERS BUREAU', 'VOLUNTEER', 'EVENTS CALENDAR', 'ARTICLES & NEWS', 'ANNUAL REPORT', 'GOVERNMENT RELATIONS', 'ISRAEL RESOURCE CENTER', 'EMPLOYMENT', and 'TELL-A-FRIEND'. The main content area features a large tree image and text: 'Welcome to the JNF online tree planting center, your opportunity to give the gift that keeps on growing. Planting a tree in Israel is the perfect way to show your care. For \$18/ tree, you can plant trees for many different reasons and help green the land of Israel while sending a special gift to a friend or loved one.' Below this is a promotional offer: 'Buy a Tree for \$10 each, not \$18. Click here to open an E-Z Tree account. * EZ Tree Members must be logged in and can click here to use their account.' A 'Plant Trees and Get One Free!' section offers to plant 2 trees for free and add a third tree for free. A sidebar on the right contains several promotional banners: 'CLICK HERE TO PLANT A TREE IN ISRAEL', 'CLICK HERE FOR JNF STORE', 'CLICK HERE TO EARN 12% ON YOUR MONEY', 'CLICK HERE TO EARN MONEY FOR YOUR CONGREGATION OR ORGANIZATION', 'CLICK HERE FOR TAX WISE GIVING', 'CLICK HERE FOR BARBAT MITZVAH & SIMCHA PROGRAM', and 'CLICK HERE TO...'. At the bottom of the main content area, there is a note: 'If you would like to order by phone, please call 1-800-542-TREE. All orders are in US dollars only.' and a prompt: 'Please click on any tree certificate image below to enlarge the picture.'

JNF uses Convio to send email newsletters and solicitations to maintain frequent communication with its supporters, as well as to offer products in the organization's online store.

RESULTS

JNF has increased its Web site traffic, built stronger relationships with constituents and boosted online donations — all with an integrated software solution:

Improved Outreach — In 2004, JNF grew its email file more than 100 percent. JNF also became the first Jewish nonprofit to localize more than 30 regional monthly email newsletters. Although every regional email newsletter contains 90 percent of the same information, each has a picture of and is signed by that region's president and incorporates regional news and upcoming event information. JNF is able to track response and click-through rates on email newsletters and solicitation emails to analyze their effectiveness and improve future communications. Plus, by easily managing its Web site and continuously updating content, JNF now has five times more site visits.

Increased Donations — Using Convio to improve its online store and email campaigns, JNF has improved its fundraising results. For the third consecutive year, JNF raised more than any other Jewish or environmental organization by raising \$1.4 million online in 2004. Online donations included one \$10,000 donation and two donations of \$5,000 or more.

Integrated Solution — JNF now has an integrated online solution that houses all data about constituents' online interactions in one

SOLUTION AT-A-GLANCE

Organizations can purchase Convio's solution centers individually, then add centers for a comprehensive online solution. JNF implemented a solution that includes the following:

- **Web Site Center** — for easily creating and managing personalized Web content
- **Fundraising Center** — for building relationships and raising funds online
- **Email Marketing** — for expanding the support base via email marketing
- **Constituent360™** — for storing constituent information to facilitate marketing and communication
- **Convio DataSync** — for synchronizing offline database information with Constituent360.

database. Additionally, the group now synchronizes its online data with offline data sources — including its donor database — for a complete view of all constituent interactions without data duplication.

ABOUT CONVIO

Convio is the leading provider of software and services that help nonprofit organizations use the Internet to build strong constituent relationships to drive support and participation. Convio has online solutions for fundraising and membership, advocacy, special events, volunteer fundraising, Web content management and email communications.

FIND OUT MORE

To learn more about how Convio can help your nonprofit organization manage constituent relationships more easily and productively, contact us today:



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