



Greenlights for NonProfit Success strengthens Central Texas nonprofits through consulting, education, networking and resources. Established in 2001, Greenlights has developed a reputation for high quality service, respectful and fun programming, a resource-rich web site, research and innovation, and responsive and affordable consulting to more than 800 nonprofits and 2,500 individuals each year.

THE CHALLENGE

The staff at Greenlights found it challenging to share data across four departments. “Every time I wanted to run a comprehensive report, I had to go to numerous sources – including our Access database and twelve spreadsheets – and consolidate the information,” said Matt Kouri, Executive Director at Greenlights. Data integrity was always in question because spreadsheets of contacts were often created solely on a staff member’s PC. “It was an inefficient system we had in place. We definitely lost some donor information along the way.”

“We could do a crude segmentation through Access and export the information into a spreadsheet, but then we had to sift through the records and pull out the ones we wanted to target,” explained Kouri. “It was extremely time consuming. To make matters worse, we did not keep any record of who had received a communication or how they had responded, so we really had no idea how many times we had reached out to a given individual or how effective we were in our efforts.”

Greenlights wanted a centralized database that could house all donor data and facilitate various development-related activities: creating lists for direct mail and email appeals; and tracking historical information about donations, asks and other interactions. “We wanted a solution that would enable us to proactively manage our donor and prospective donor relationships, so we could put together a personalized plan and schedule for each individual.”

QUICK SUMMARY

Greenlights is able to enter donations five times faster than before.

Reports that used to take 8 to 12 hours to prepare can now be run instantaneously with the click of a button.

Appeals are more targeted and personalized, which boosted response rates for one annual campaign from 3% to 10%.

End of year appeal raised almost twice as much as the previous year’s and attracted 75% more donors.

“Common Ground has transformed the way we manage our donor relationships.”

— Amy Silvey, Development Director, Greenlights for NonProfit Success

CHOOSING COMMON GROUND™

After evaluating several solutions, Greenlights chose Common Ground because it is web-based, addresses their various challenges and offers robust donor management capabilities at a price that fits their budget. “It was obvious to me that Common Ground was developed by people who understood how nonprofits work, and who had a great deal of fundraising experience,” stated Kouri.

BENEFITS OF COMMON GROUND

Using Common Ground, Greenlights is now able to process donations five times faster than before. “When we were tracking donations in our Access database, we had to spend ten minutes creating a record,” said Kouri. “Now it takes less than two minutes for us to enter all the information related to a donation. As for creating reports, “What used to take eight to twelve hours to do before is now done instantaneously with the click of a button.”

“We can segment our lists much more easily with Common Ground,” said Amy Silvey, Greenlights Development Director. “We can do it based on different information we are tracking - participation in workshops, campaign appeals received, appeals responded to, events attended or consulting engagements involved in.” As a result, donor communications are more targeted and personalized than ever before. By segmenting its list in Common Ground for the organization’s spring appeal, Greenlights boosted response rates from 3 percent to 10 percent. The organization’s end of year appeal raised almost twice as much as the previous year’s and attracted 75 percent more donors, despite a troubled economy.

With built-in workflow processes, Common Ground has transformed the way Greenlights manages donor relationships. Silvey explained, “I spend less time thinking about what to do next with each donor or prospect because I now have a plan for each contact. I wait for my scheduled reminders to pop-up and then I just complete the task.” The workflow functionality has also provided Greenlights with a more accurate calculation of expected revenue by donor.

The benefits of Common Ground have also extended to the board level. “Each board member gives us names for our annual appeal. Now I can track which contact made a donation and then report the result to the board member in a thank you email. We now have insight into which board members are having the most significant impact on our fundraising efforts.”

The web-based nature of Common Ground has also been valuable to Silvey and her colleagues. “Now we can log notes directly into a contact record, rather than jotting them down on paper and hoping that we remember to add them to our database when we return to the office. The convenience of accessing Common Ground from anywhere we have Internet access has helped keep more accurate contact records,” said Silvey.

ABOUT CONVIO

Convio is the leading provider of on-demand constituent relationship management (CRM) software and services that give nonprofit organizations a better way to inspire and mobilize people to support their organization. Convio Online Marketing, the company’s online marketing suite, offers integrated software for fundraising, advocacy, events, email marketing and web content management, and its Convio Common Ground™ CRM system helps organizations efficiently track and manage all interactions with supporters. All Convio products are delivered through the Software-as-a-Service (SaaS) model and are backed by a portfolio of best-in-class consulting and support services and a network of partners who provide value added services and applications focused on the unique needs of nonprofit organizations. For more information, please visit www.convio.com.

ABOUT KELL NONPROFIT

KELL Nonprofit is a division of KELL Partners, a Software-as-a-Service consulting firm based in Austin, Texas. The company leverages its experience working with more than 500 nonprofit organizations and 500 higher education institutions, plus their extensive technology expertise, to focus on ensuring your organization receives maximum value from your technology investments. KELL Partners is an authorized Convio Solution Provider. For more information, please visit www.kellnonprofit.com.

Austin | Berkeley | Washington, DC
888-528-9501 | 512-652-2600 | info@convio.com
www.convio.com



©Convio, Inc. All rights reserved. Convio, the Convio logo, TeamRaiser, Constituent360, Go! and Common Ground are trademarks or registered trademarks of Convio, Inc. All other names are trademarks or registered trademarks of their respective owners. V05.11.10