Radio K is the award-winning student-run radio station of the University of Minnesota, playing an eclectic variety of independent music. Radio K serves listeners in Minneapolis-St. Paul and around the globe through online streaming. The music heard on Radio K is made possible through supporters including Radio K members, students of the University of Minnesota, Minnesota Arts and Cultural Heritage Fund, and the State of Minnesota.

THE CHALLENGE

Radio K was using a homemade database built on Filemaker Pro™. The station's four full-time staffers and 15 part-time staffers found the database to be cumbersome and inflexible. It required staffers to enter the same data in multiple places. It didn't allow them to easily pull member and donor information for targeted marketing, reporting, or analysis.

"We couldn't get information out of it," Stuart Sanders, Development Director, said. "You need to access donor information, history information, personal information — there's a lot of information you need to access to raise more money. That was the bottom line. We needed something more sophisticated."

In addition, the station had a fundraising consultant who had recommended a strategy that included hiring another full-time person. Because hiring a full-time person was not an option, Radio K found the strategy to be nearly impossible to fully execute. The station needed an efficient system that would save them time and that also was flexible enough to allow them to access a variety of information about their donors and members.

CHOOSING COMMON GROUND™

After nearly two years of researching options, Radio K selected the Convio Common Ground™ CRM system because of its dependability, flexibility, ease of use, and low cost.

QUICK SUMMARY

Radio K moved 30,000 records from a home-made database into Convio Common Ground.

During fund drives, Radio K now enters payments just once each day, versus entering them all day every day.

Radio K staffers are now confident that they can implement their strategic fundraising plan without the addition of a full-time person.

"Common Ground is a cost-effective, well-designed, flexible solution to our problem."

— *Stuart Sanders, Development Director, Radio K*

"Common Ground appealed to me because we can add custom fields as we need them. We can get the information out of it that we need. It's proven to be dependable; it's used by major nonprofit organizations. And, it's reasonably priced — it's affordable for a small nonprofit like ours," Sanders said. "It was also important to me that it's compliant with the Payment Card Industry Data Security Standard (PCI DSS) — a requirement by our university.

The staff turned to KELL Partners, an authorized Convio Solution Provider to implement the system. KELL Partners quickly had the system up and running, moving about 30,000 member, donor, and underwriting records from Radio K's old system into Common Ground and adding custom fields and reporting to track member renewal dates and other specific donation information.

BENEFITS OF COMMON GROUND

Radio K staffers now have a system that saves time and allows them to easily access the donor and member information they need. In fact, one staffer reports that entering payments during fund drives used to require data entry all day, every day. Now, he uploads payments in batches one time each day.

In addition, because their new Common Ground system makes all of their processes easier and faster, Radio K staffers are now confident that they can implement their strategic fundraising plan.

"With the addition of Common Ground and KELL Partner's help in implementing the system for our needs, I now believe we'll be able to ramp up to the recommended plan from our fundraising consultant — without the need to hire another full-time person," Sanders said.

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.

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