

Sacred Heart Southern Missions and Sacred Heart League



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Sacred Heart League

“We think of Convio Interactive Services as part of our team. Their personalized strategic and technical support services are based on in-depth knowledge of our site and online campaign initiatives, and have been an important part of our success.”

— Don Montesi, Information Systems Manager
Sacred Heart Southern Missions and Sacred Heart League

About Sacred Heart Southern Missions and Sacred Heart League

Sacred Heart Southern Missions, a Roman Catholic organization, provides services in the nine northern counties of Mississippi through parish, education, housing and social ministries. Sacred Heart League supports the projects, services and objectives of Sacred Heart Southern Missions. Sacred Heart League also makes an annual grant to support the formation and education of Priests and Brothers in the seminary system of the Priests of the Sacred Heart.

The Challenge	The Solution	The Results
<ul style="list-style-type: none"> ▪ Lacked experience launching email campaigns and other online initiatives ▪ Eager to reach out to constituents and donors via the Internet using a tool that would help create a personalized online experience ▪ Needed to create and maintain a Web site that served as a resource and a marketing tool ▪ Didn't have a content management system and had no skilled HTML person in-house ▪ Wanted to enhance donor relationships and extend reach using new channels that would complement existing direct mail programs ▪ Interested in reaching a younger demographic to expand its donor base 	<ul style="list-style-type: none"> ▪ Selected Convio's email, fundraising, and DataSync solutions ▪ Chose to work with Convio's Interactive Services team to develop strategies that use best practices for online campaigns ▪ Able to maintain Web site without assistance of technical staff by using intuitive content management tools ▪ Focus on executing timely, personalized and relevant online communications that increase donor engagement ▪ Continually test integrated marketing techniques, including direct mail pieces that drive traffic to landing pages online that contain messaging and calls to action specific to the campaign ▪ Synchronize online and offline donor databases to create a comprehensive view of constituents that helps inform marketing strategies and campaigns and allows for effective segmentation of messages and campaigns 	<ul style="list-style-type: none"> ▪ Increased number of email addresses in database from 13 to over 4,600 in just over two years ▪ Utilized Convio's Interactive Services to identify effective ways to integrate online and offline campaigns and provide hands-on assistance to executive campaigns ▪ Realized a 116% increase in revenue from year one to year two, with the number of donations received more than doubling during the same period ▪ Attracted young donors they would not have reached otherwise by approaching their Web site as an integral marketing and communications tool

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.



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