Common Ground

How Integrating with Common Ground Can Benefit Your Organization

Presented by: Tom Krackeler and Rachel English

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About Common Ground

- *More than a donor database!*
- *A **CRM** solution with donor and relationship management features for nonprofits of any size.*
- Built on the Force.com platform from salesforce.com.

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Why We Built Common Ground

Because you asked for …

- data integration to be cheaper and easier
- leverage off-line data in on-line campaigns and vice-versa
- manage all constituents, not just donors
- a system that fits the way you work, not the reverse
- easier ways customize or extend your database

Common Ground delivers **Simplicity, Flexibility and Choice**

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The Common Ground Difference

Common Ground: A CRM solution with donor and relationship management features for nonprofits of any size.

Simplicity

- Easy to try
- Easy to buy
- Easy to use
- Anywhere access
- Automated integration with Convio online marketing products

Flexibility

- Manage all constituent data, not just donors
- Customizations with clicks, not code
- Fits the way you work

Choice

- You can choose the partners to work with
- You can choose to supplement with “pre-integrated” third-party products

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Common Ground Pricing

- **$100** per month per staff user (for 1 to 10 users)
- Minimum of 2 users
- Support included
- On-demand training included
- Includes data connector to Convio's online marketing tools
- Migrations, data conversions, customizations and other implementation options are provided by Convio Solution Partners

- This means…
  - **No** hardware to purchase;
  - **No** setup fee;
  - **No** nickel-and-dime add-on fees to add to your budget.
  - Easy to budget – and with less risk in these financial times.

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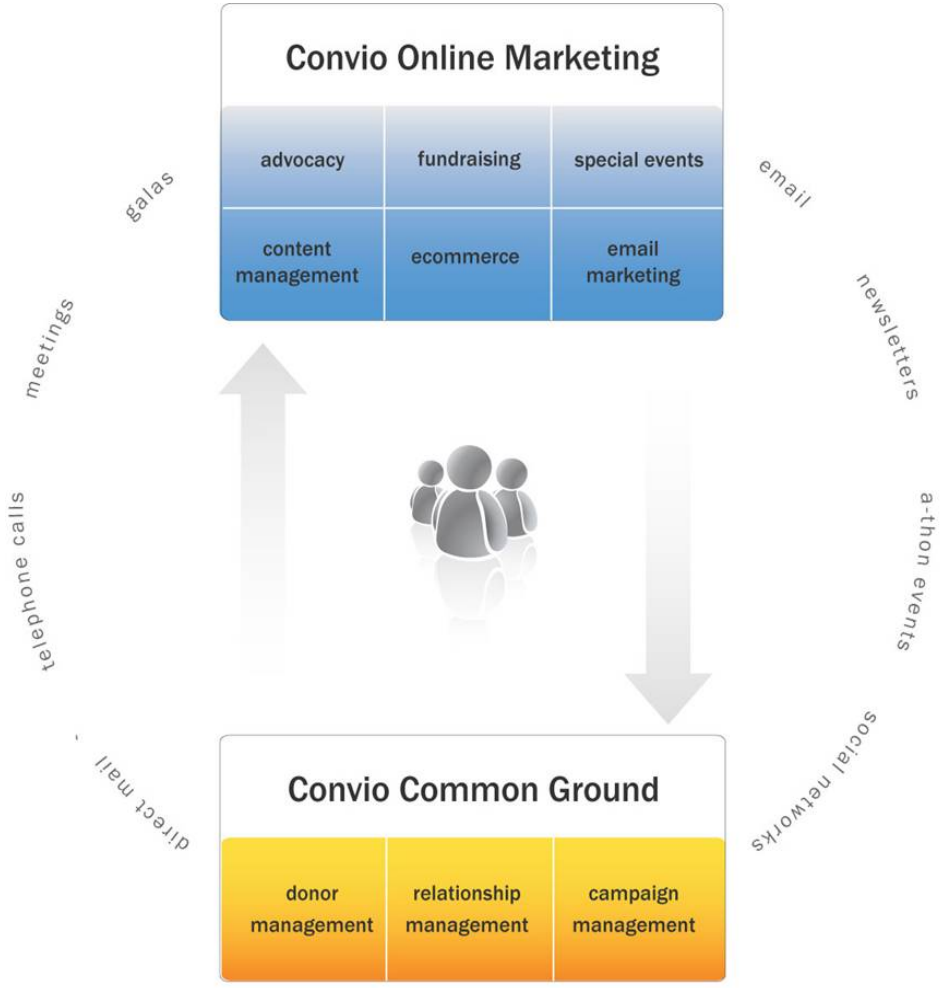
Using Common Ground With Convio



What's in it for you?

- All constituent profile changes kept in sync
- All online financial transactions available in Common Ground
- All major online interactions available in Common Ground
- Segmentations created in Common Ground available for online use

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Integrated Marketing Campaigns

- Using Convio Online Marketing with Common Ground, you can use offline data to improve your online campaigns and vice versa.
- Examples include:
  - Renewal series that gives donors a chance to give online before sending direct mail
  - Email campaign targeting LYBUNT donors or Major Gift prospects, regardless of their previous online behavior
  - Conditional web content based on a donor's total lifetime contributions

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Common Ground v2.0 is Now Live

Volunteer Management

- Track jobs, shifts, qualifications, volunteer availability and more.

Event Management

- Multiple event levels, invitation mail merge, check-in manager and expenses.

Duplicate Management

- Merge two or more contacts and all related records.

Additional features

- Track Major Gifts as Pledges
- Create Household Salutations with simple formulas
- Enhanced Pledge and Recurring Gifts
- Enhanced Batch Gift Entry

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Demonstration

This will be a brief overview, for a personalized, detailed demo, please contact your Account Manager or email us at:

commonground@convio.com

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Thank you! To Learn More

Visit **www.convio.com/crm**

Where you can

- Register for a trial of Common Ground
- Watch several online demos
- Download a fact sheet

Or speak with an account executive

- **commonground@convio.com**
- Schedule a 1:1 demonstration

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Appendix

Key Feature Screen Shots

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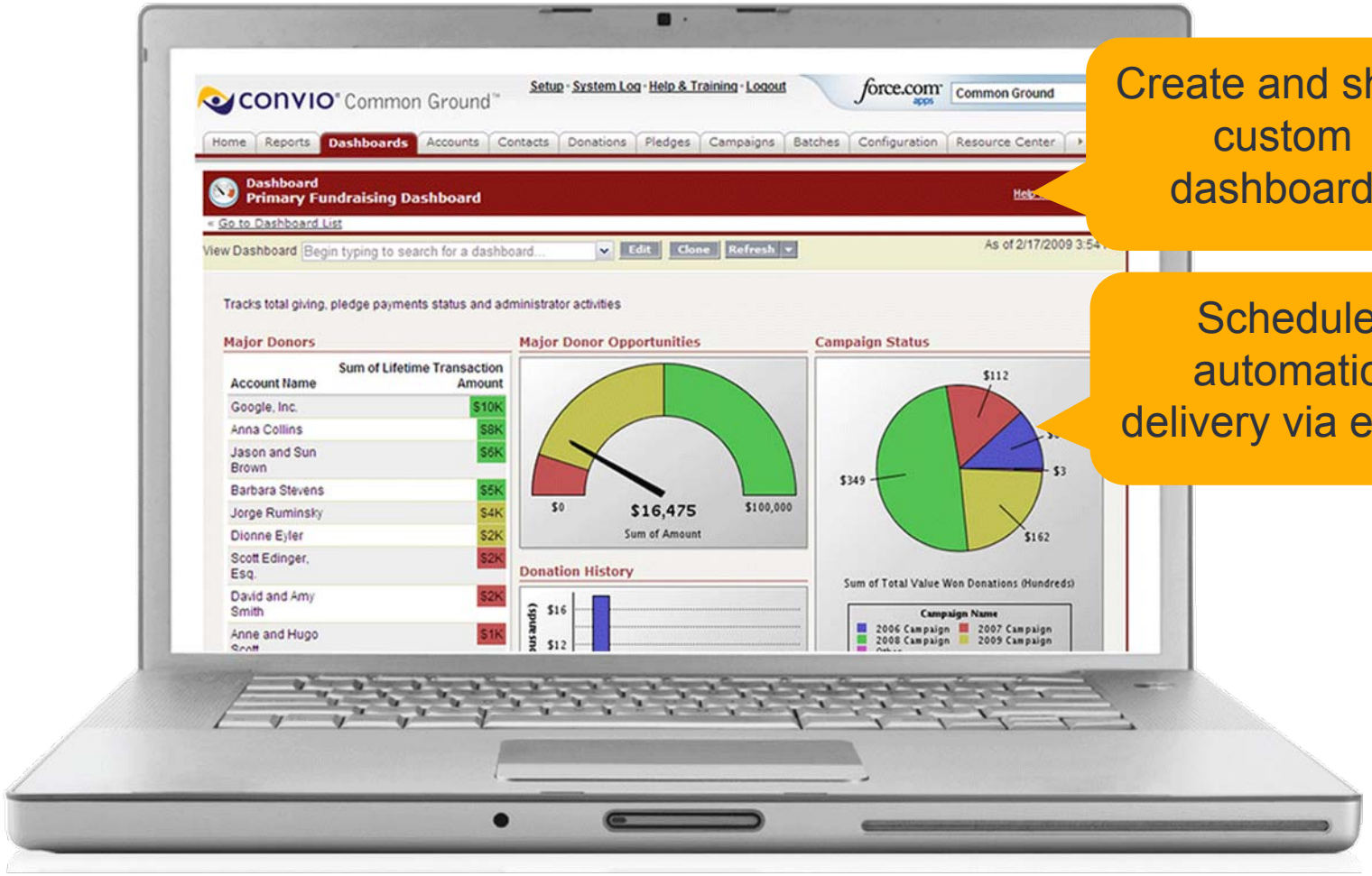
Graphic Dashboards



Create and share custom dashboards

Schedule automatic delivery via email

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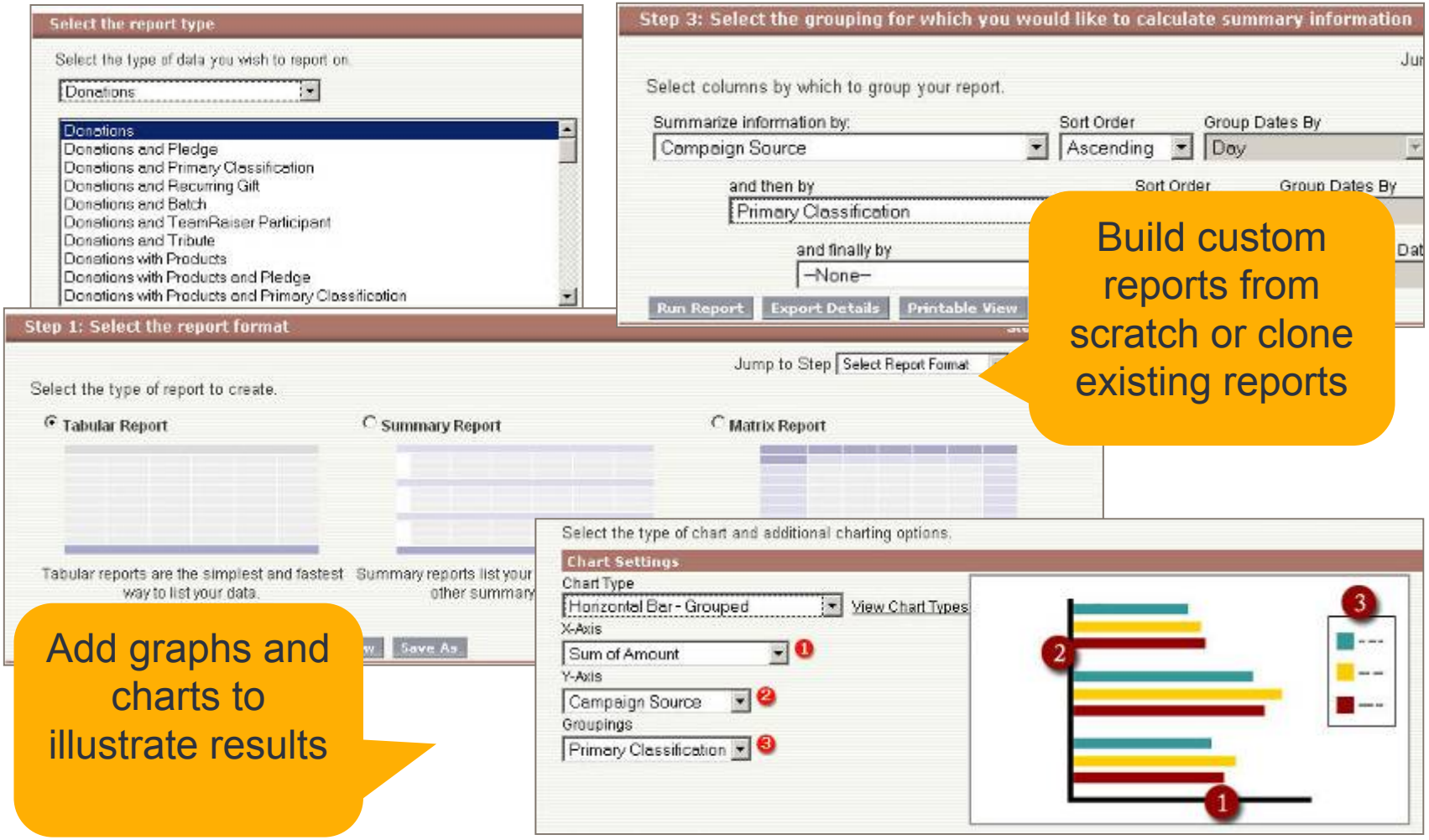
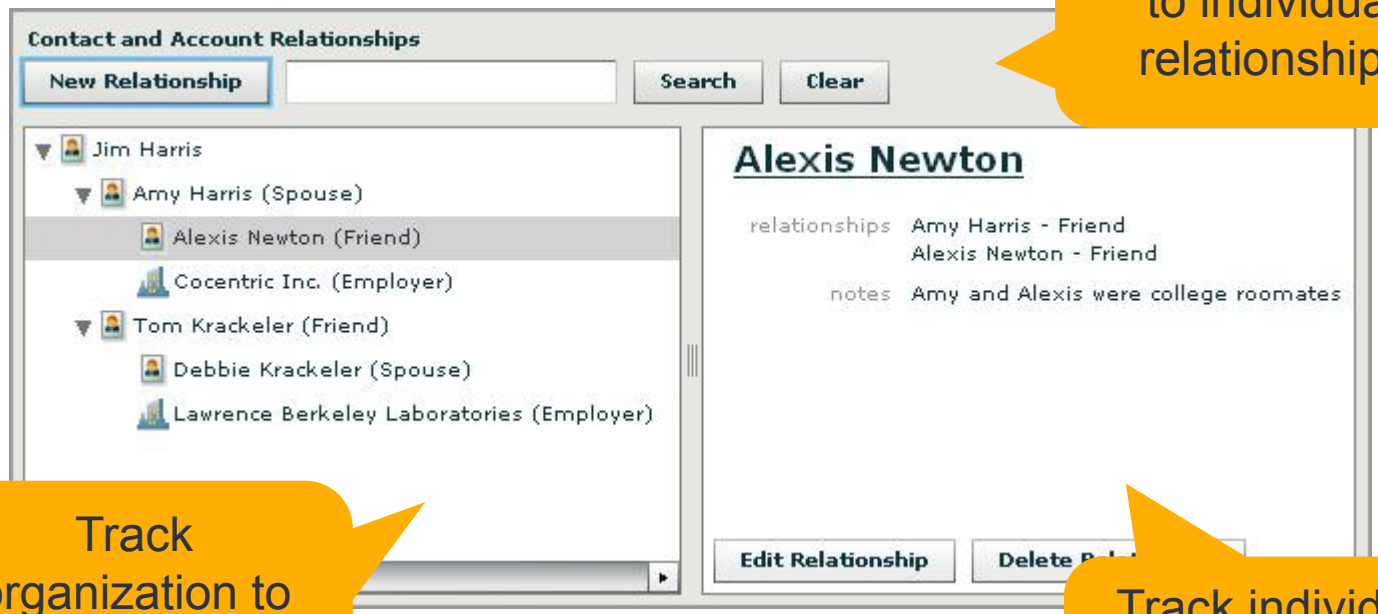
Custom Reports



Track Relationships



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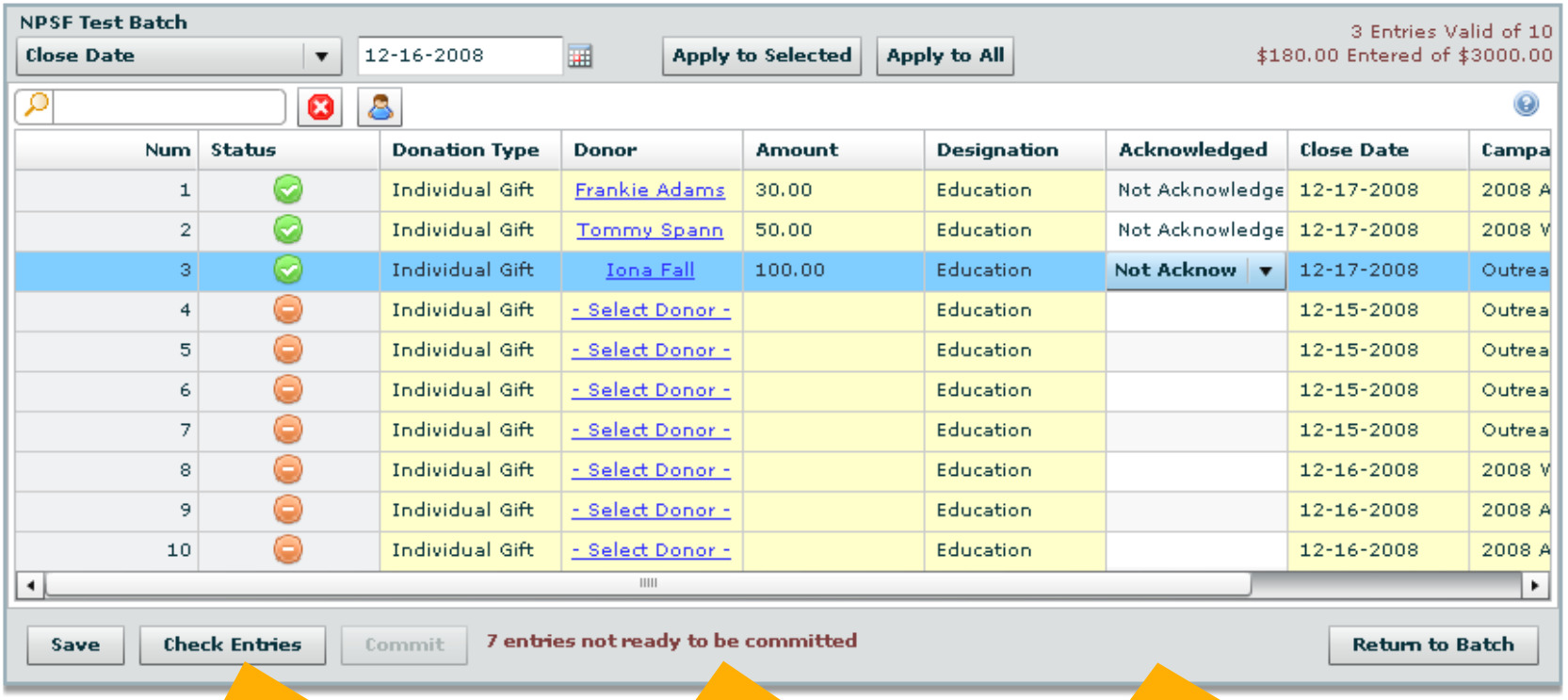
Manage Donations and Pledges

Split gifts by two or more “funds” or designations

Create a donor specific payment schedule for pledge payments

Batch Gift Entry



Validate entries for missing information and against totals

Apply default values to all or some transactions

Create custom data entry screens

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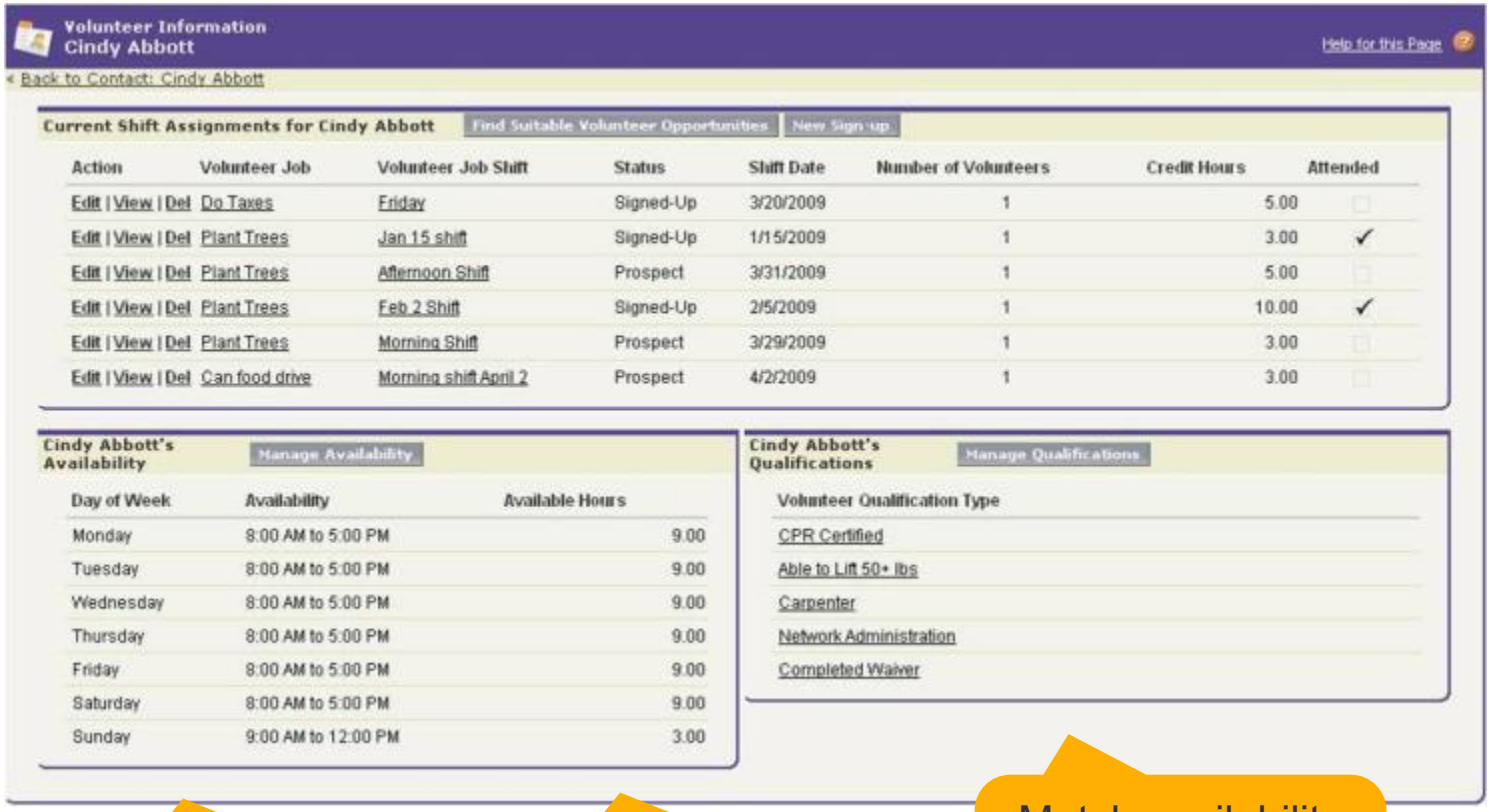
Manage Volunteers



Track individual availability

Track individual qualifications

Match availability and qualifications to open shifts

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