



A Guided Path to Online Fundraising Success

The **Convio Go!** program gets you online and up to speed in no time



Presenters Today

Presenter

Jennifer Darrouzet

Services Marketing Mgr

Convio



Q&A

Christine Weinheimer

Communications Director

Yellowstone Park

Foundation



Q&A

Patrick Hansen

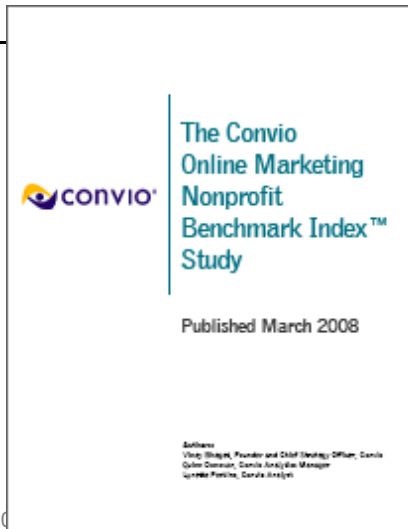
Sr. Interactive Consultant

Convio



The Call of Online Fundraising

Email housefile	# in study	Raised online
<10,000	95	\$47,039
10,001–25,000	74	\$115,685
25,001–50,000	58	\$144,547
50,001–100,000	42	\$416,571
100,001–250,000	35	\$680,587
250,001+	23	\$732,829
	Total =327	



This data is from 2007 and is available now at convio.com/resources.

Our 2008 study will be available this month.



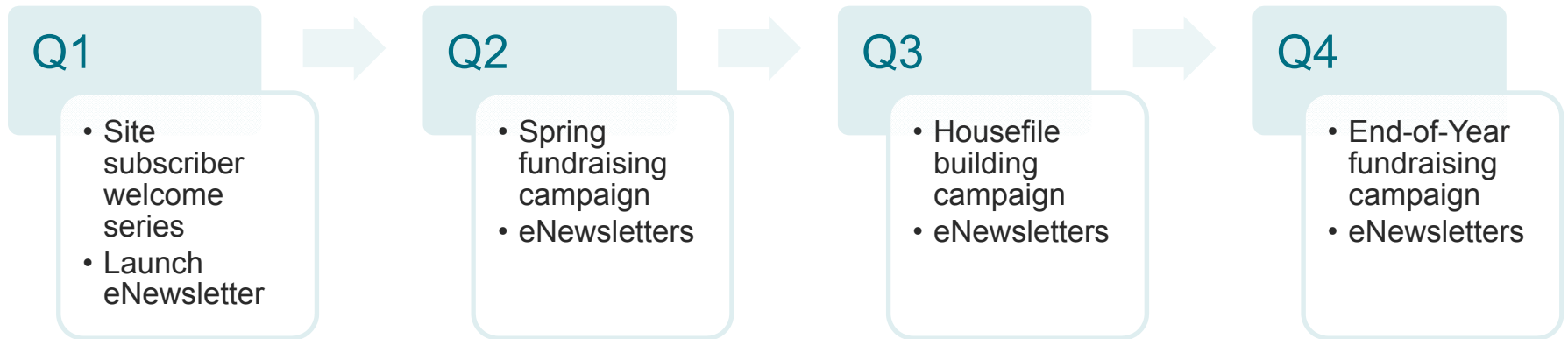
Obstacle: Limited Budget

200% ROI

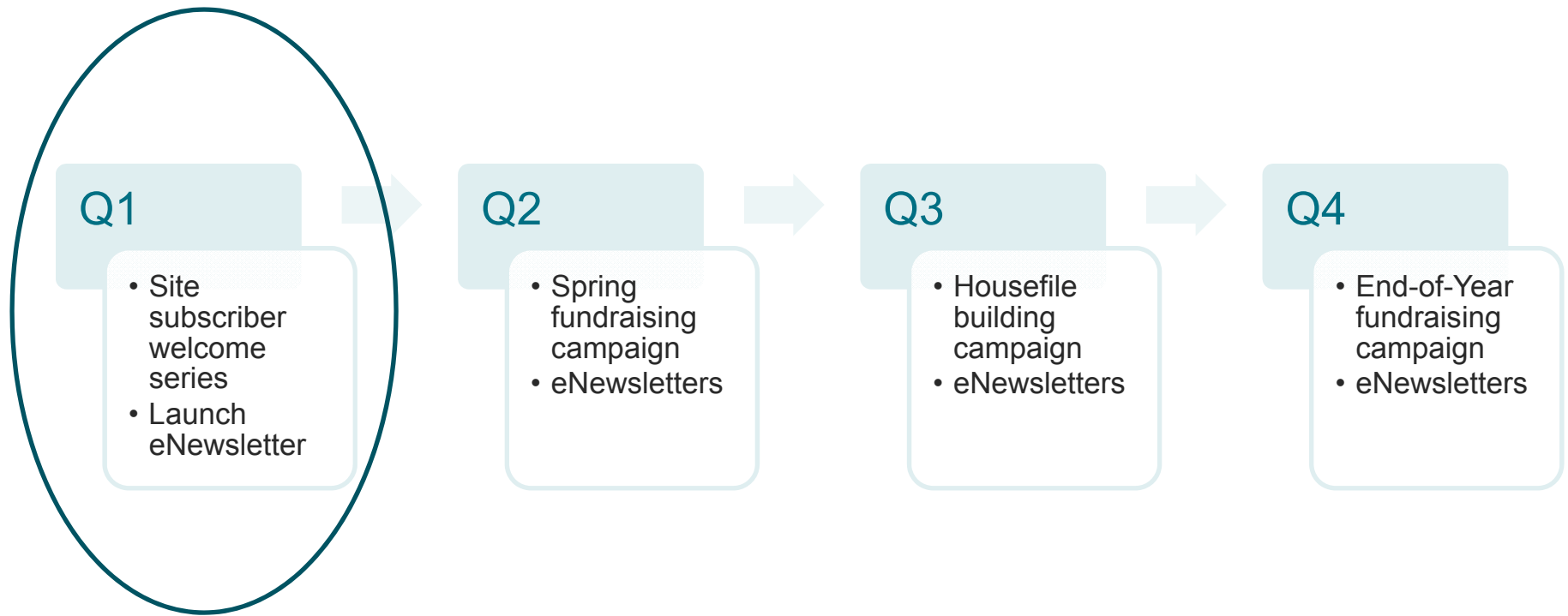
Obstacle: Limited Staff Time

Plan + Tools + Team = *Fast, efficient fundraising results*

Obstacle: Need a Plan




A Guided Path to Online Fundraising Success



Convert Website Visitors

THE YELLOWSTONE PARK FOUNDATION



Projects & Initiatives

How You Can Help

- News & Updates
- About Us
- About Yellowstone

Make a Planned Gift

- Marketplace
- Send a Postcard

Partnerships & Links


- Contact Us
- Home

OUR MISSION

PROTECTING THE WONDERS & WILDLIFE OF YELLOWSTONE

The Yellowstone Park Foundation is the official fundraising partner of Yellowstone National Park. We work in cooperation with the National Park Service to fund projects and programs that protect, preserve, and enhance the natural and cultural resources and the visitor experience of Yellowstone National Park. This can only be accomplished with the support of individuals and organizations that care about Yellowstone and want to help ensure that its magic endures forever. You can become an integral part of this effort by becoming a Friend of Yellowstone!

[LEARN MORE >>](#)



WHAT'S NEW


Yellowstone Recruits for Youth Conservation Corps
[LEARN MORE >>](#)

Become a Friend of Yellowstone
[DONATE TODAY >>](#)

Sign up for e-newsletter

Email Address


[GO >>](#)




YELLOWSTONE VISA CARD >>

YELLOWSTONE WEATHER >>

In Yellowstone, it's 3:00 PM
Thursday, March 05, 2009


 [Email this page](#)

HELP SUPPORT THE WORK OF RANGERS



[LEARN MORE ABOUT THE YELLOWSTONE RANGER FUND >>](#)

OLD FAITHFUL WEBCAM

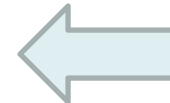


[CLICK HERE >>](#)

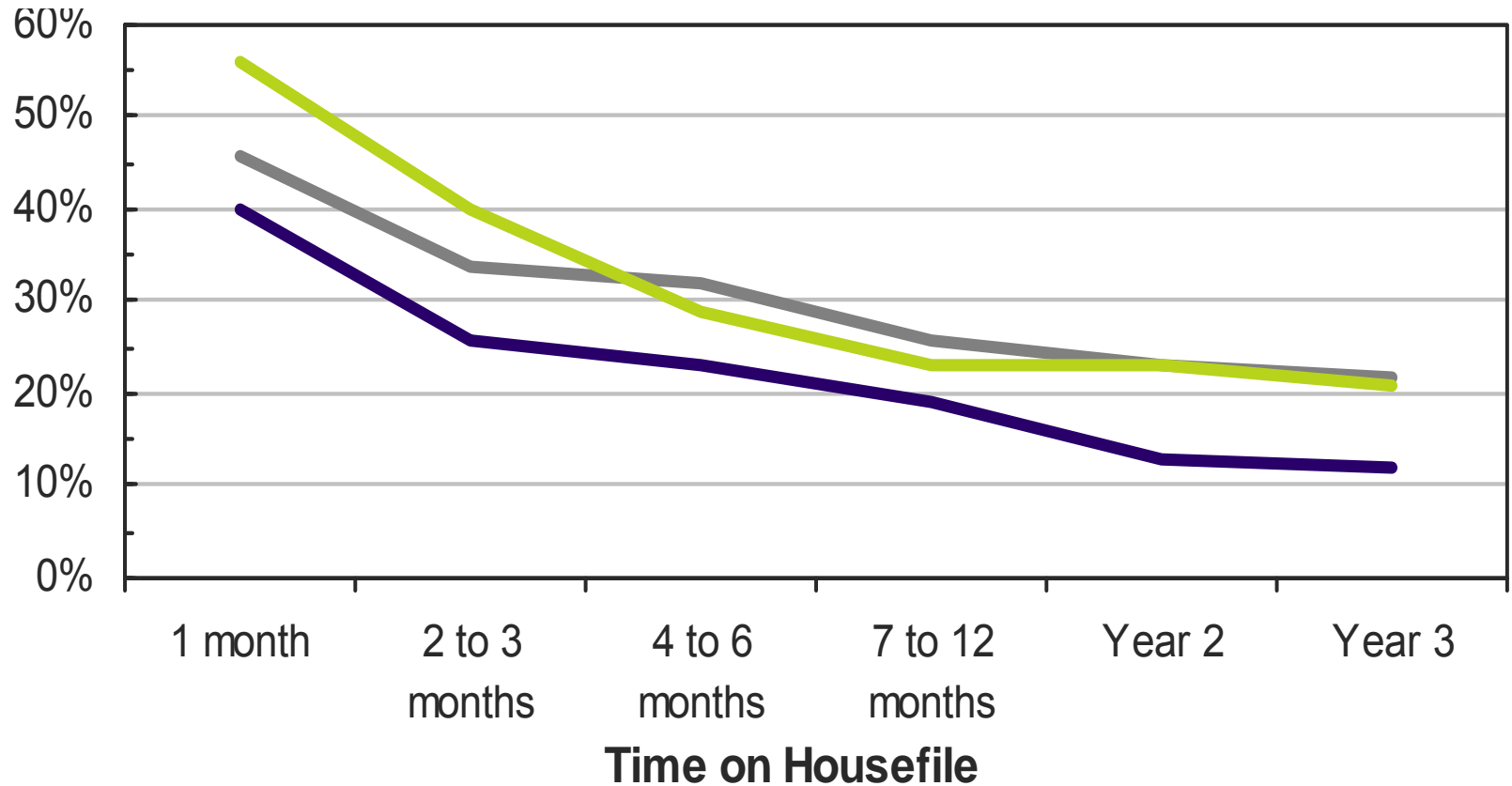
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[About Us](#) | [About Yellowstone](#) | [Projects](#) | [How You Can Help](#) | [News & Updates](#) | [Partnerships & Links](#) | [Contact Us](#) | [Home](#)

2002 Yellowstone Park Foundation, Site Design by [EARTHTALK STUDIOS](#)



Don't Miss the Window



Source: Analysis of 3 major nonprofits

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Welcome Them Graciously

If you are unable to view the message below, [Click Here](#) to view this message on our website



Dear Friend:

You already know that **Yellowstone National Park** is rich in both history and natural wonders, and is an oasis for outdoor enthusiasts. But did you know that, behind the scenes, there are more than 10,000 Friends of Yellowstone helping to keep it that way? Perhaps you are already one of them.

I thank you for signing up to receive e-mail updates from the Yellowstone Park Foundation, and I commend you for taking an interest in the protection and preservation of the **world's first national park**. In the near future, you can expect to receive information on exciting new programs and initiatives in Yellowstone, updates on projects in progress, and ideas for ways you can become involved.

The nonprofit Yellowstone Park Foundation offers anyone who loves Yellowstone a direct and effective way to participate in its stewardship. **The support of Friends of Yellowstone helps to:**

- Rehabilitate the Park's most popular hiking trails
- Meet critical scientific research needs
- Preserve Yellowstone's rich history
- Enhance educational opportunities for Park visitors and online visitors alike
- And much, much more!

From funding archeological excavations, to anti-poaching patrols, to a fantastic new Visitor Education Center under development at Old Faithful, the Yellowstone Park Foundation and thousands of Friends of Yellowstone are making a difference. **You can make a difference, too.**

Again, welcome to the Yellowstone Park Foundation online! I look forward to working with you in the future to keep Yellowstone the unique and vibrant treasure it has always been.

Warm regards,

Paul A. Zambernardi
Executive Director

From the desk of



Paul A. Zambernardi

[Donate Now](#)

[Tell A Friend](#)

Mission: The Yellowstone Park Foundation works in cooperation with the National Park Service to fund projects and programs that protect, preserve, and enhance the natural and cultural resources and the visitor experience of Yellowstone National Park.

Major Accomplishments: With the help of Friends of Yellowstone, the Foundation has successfully funded more than 150 projects, including...

>> A state-of-the-art Visitor Education Center at Old Faithful to serve more than 3 million visitors each year with interactive learning opportunities.

>> Ongoing wolf research to help Yellowstone biologists and managers understand the impact of wolves on the ecosystem.

>> A major landscape restoration of Artist Point, the famous promontory overlooking the Grand Canyon of the Yellowstone River.

- Messages will:
 - ▶ Establish your brand
 - ▶ Establish your voice
 - ▶ Reinforce your mission
 - ▶ Convey warmth
 - ▶ Invite action



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Inform and Inspire Them



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In This Issue

December 2008

It was Yellowstone's spectacular natural resources that led to its establishment as the world's first national park. Since then, it has been the dedication, hard work, and generosity of many people that have allowed it to remain just as spectacular 136 years and millions of visitors later. In this issue you'll read about a few of these people, plus some great holiday gift ideas...

Yellowstone Staff Profile: Rick McIntyre



Rick McIntyre, a Biological Technician for the Yellowstone Wolf Project, demonstrates a level of dedication rarely found in any profession; he hasn't missed a day of Yellowstone wolf watching in more than eight years. In fact, he recently marked his 3,000th consecutive day of observing the Park's famous wolf packs. We caught up with Rick to ask him about his unique daily routine, and his commitment to Yellowstone's wolves.

[Learn More >>](#)

ARCH Volunteers: Making a Difference



The Rocky Mountains, of which Yellowstone is a part, are aptly named and it becomes most evident when digging holes for fence posts. Send a shovel surging into the ground, and more likely than not the sound that resonates is a metallic clunk with little or no progress at penetrating the earth. Rocks. Everywhere, rocks. So to build a fence in this terrain seems more like the work of a chain gang than the corporate team-building exercise of high-tech entrepreneurs.

[Learn More >>](#)

Support Yellowstone Just by Shopping Online



Did you know that you can help support Yellowstone National Park just by shopping online? If you shop through GoodShop.com, they'll donate an average of 3% -- and up to 30% -- of all of your purchases to the Yellowstone Park Foundation. ABC News recently reported on GoodShop.com and said "Imagine changing the world without changing your routine...It's philanthropy made easy in the form of a search engine and online mall..."

[Learn More >>](#)

Dear Christine,
You are receiving
Yellowstone eNews at
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Donate Now

Holiday Gift Ideas:

The Abundance of Summer

New coffee table book features breathtaking Yellowstone images to warm your winter.

[Read more](#)

Yellowstone Plush Toys

Soft and huggable bears, wolves, and other wildlife toys were created to benefit Yellowstone.

[Read more](#)

New Yellowstone Memoir

Author delights readers with recollections of his summer of 1950 working in Yellowstone.

[Read more](#)



Forward to a Friend | Donate | Visit www.ypf.org

In this Issue

February 2009

Yellowstone has world-class youth education programs, and we often focus on their benefits in enriching the lives of youth by exposing them to the great outdoors. But these programs also enrich the Park by promoting its future stewardship and, in some cases, by contributing directly to its current care. In this issue, you'll read about two such programs, and about the recent decline in the Yellowstone wolf population that underscores the importance of ongoing research.

Youth & Elders Participate in Cross-Cultural Exchange



Photo by Ben Sinclair

Twenty-six tribes trace their cultural heritage back to the lands now known as Yellowstone National Park, but most tribal members -- especially youth -- never have an opportunity to visit the Park. Last June, a group of Shoshone-Bannock youth and elders traveled from southeast Idaho to gather in Yellowstone with Park staff for a week of exploration and information-sharing.

[Learn More >>](#)

Wolves May Face Challenging Times



Last month, Yellowstone National Park announced a 27% drop in its wolf population within the past year. There are many possible causes for the sharp decline, and while biologists suspect a combination of factors, there are still many unanswered questions. This puzzle emphasizes the importance of the ongoing, scientific wolf research funded by the Yellowstone Park Foundation.

[Learn More >>](#)

Yellowstone Recruits for Youth Conservation Corps



Imagine an opportunity to work in and enjoy a wide range of outdoor activities -- hiking, backpacking, and exploring, to name a few -- while fostering a deeper understanding and appreciation of Yellowstone and its natural resources. The Yellowstone Youth Conservation Corps offers this invaluable experience to young adults every summer.

[Learn More >>](#)

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Donate Now

Charity of the Day

YPF will be featured as the Charity of the Day on GoodSearch.

[Read more](#)

Stewards of Yellowstone

Join a very special group of Friends who support Yellowstone year-round.

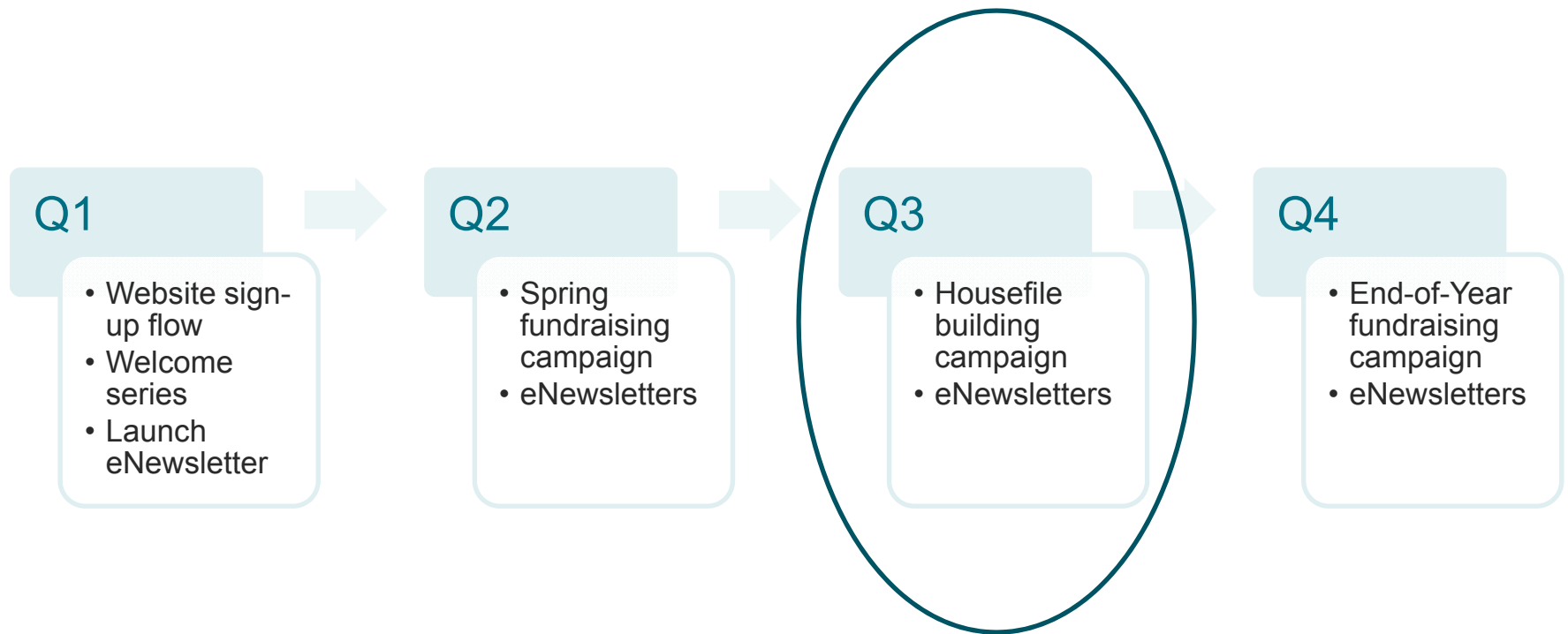
[Read more](#)

New YNP Web Videos

Videos bring the wonders of winter in Yellowstone to your computer or iPod.

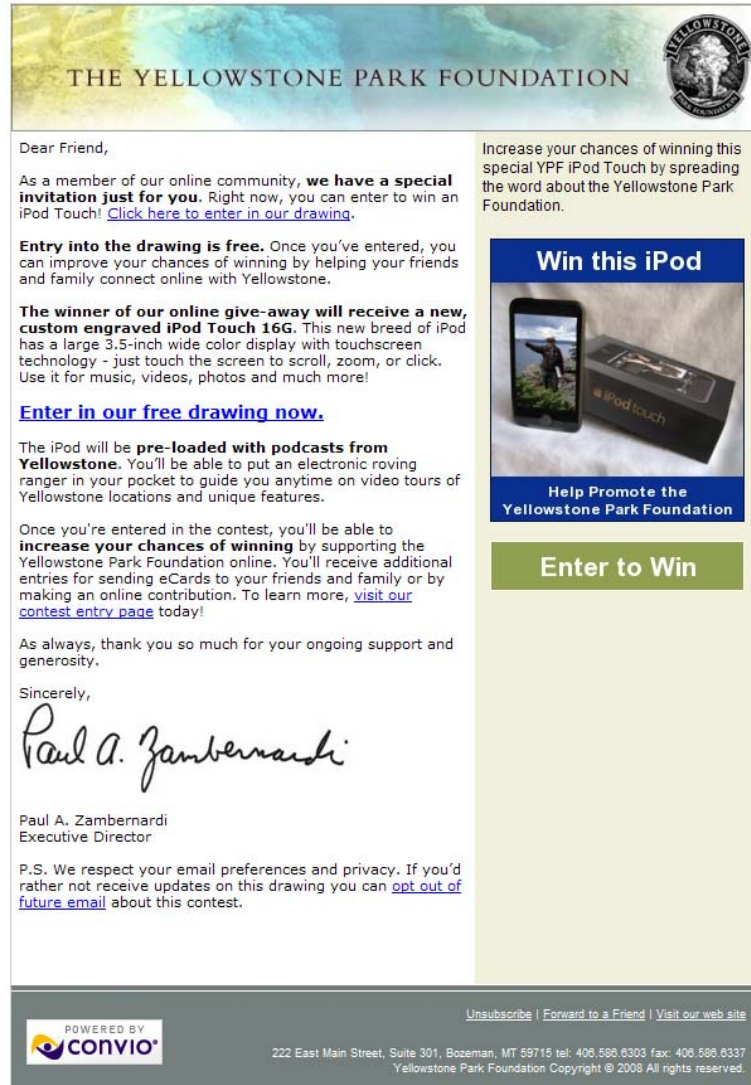
[Read more](#)


A Guided Path to Online Fundraising Success



Motivate Them to Act

- Housefile building campaign
 - ▶ iPod give-away
 - ▶ Custom engraved
 - ▶ Pre-loaded with video tours & content about Yellowstone
- Increase chances of winning by giving or spreading the word



THE YELLOWSTONE PARK FOUNDATION 

Dear Friend,

As a member of our online community, **we have a special invitation just for you.** Right now, you can enter to win an iPod Touch! [Click here to enter in our drawing.](#)

Entry into the drawing is free. Once you've entered, you can improve your chances of winning by helping your friends and family connect online with Yellowstone.


The winner of our online give-away will receive a new, custom engraved iPod Touch 16G. This new breed of iPod has a large 3.5-inch wide color display with touchscreen technology - just touch the screen to scroll, zoom, or click. Use it for music, videos, photos and much more!

[Enter in our free drawing now.](#)

The iPod will be **pre-loaded with podcasts from Yellowstone.** You'll be able to put an electronic roving ranger in your pocket to guide you anytime on video tours of Yellowstone locations and unique features.

Once you're entered in the contest, you'll be able to **increase your chances of winning** by supporting the Yellowstone Park Foundation online. You'll receive additional entries for sending eCards to your friends and family or by making an online contribution. To learn more, [visit our contest entry page](#) today!


As always, thank you so much for your ongoing support and generosity.

Sincerely,


Paul A. Zambernardi
Executive Director

P.S. We respect your email preferences and privacy. If you'd rather not receive updates on this drawing you can [opt out of future email](#) about this contest.


Win this iPod



Help Promote the Yellowstone Park Foundation

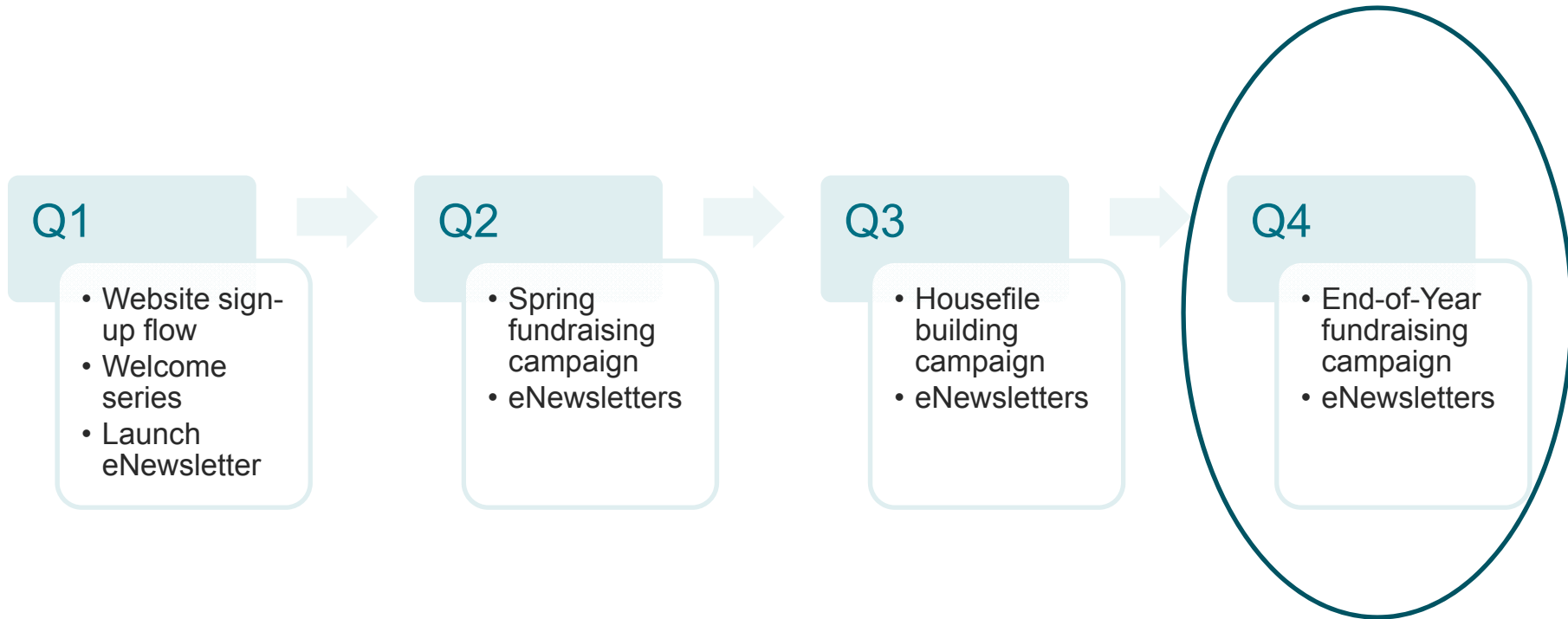
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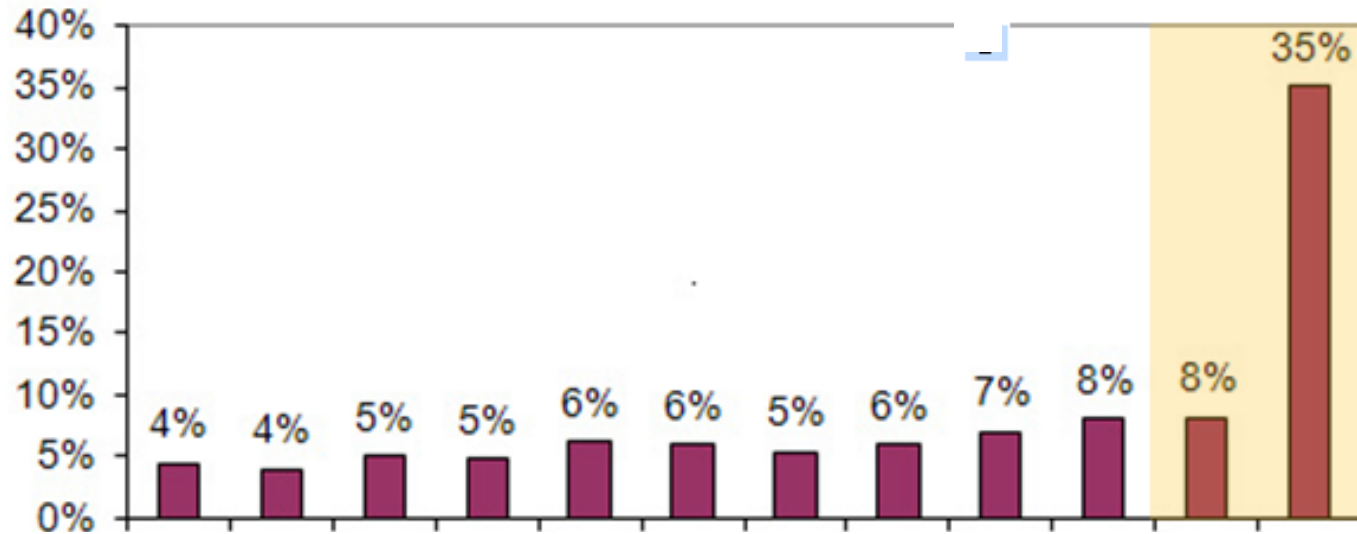
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A Guided Path to Online Fundraising Success



Don't Miss This Window, Either



Motivate Them to Give Back



Special holiday wish list for Yellowstone's wildlife

Dear System,

As you reflect on 2008, we hope that you will remember America's treasure - Yellowstone - and include the Yellowstone Park Foundation in your year-end charitable giving.

[Click here to make your year-end donation](#)

Yellowstone is a place of refuge for some of the world's most charismatic creatures. During 2008, the Foundation continued to provide significant support for wildlife conservation in Yellowstone by funding the first-ever restoration of native Westslope Cutthroat Trout; funding more than 60% of the research and monitoring activities of the Wolf Project; and supporting studies on diseases that threaten many wildlife populations in the Park.

The Park is depending on Friends of Yellowstone to help it do much more. Please make a donation before the end of the year and help us do even more to protect and preserve wildlife in 2009. Many wildlife conservation projects and visitor education efforts await funding next year.

Your gift can make a difference:


- **\$50** helps us fund the production of 1,000 wallet-size educational cards about elk or wolves
- **\$100** helps rangers educate 100 visitors about the threat of invasive species to the park
- **\$250** supports laboratory analysis that will help guide research of diseases in bison and native trout
- **\$500** helps us support a telemetry flight to monitor the movements and patterns of wolverine and big horn sheep
- **\$1000** helps us provide a bear-proof food storage container in a Yellowstone campground

Please remember Yellowstone in your holiday gift plans! Your year-end [tax deductible donation](#) will make a difference as we help the Park preserve Yellowstone's remarkable wildlife for this and future generations.

We also hope that you will [tell your friends and family](#) about Yellowstone's needs and YPF's important efforts.

Thank you for making Yellowstone a priority in your year-end giving. Best

Yellowstone's wildlife need your support more than ever [each dollar makes a difference for research and management activities](#)



Donate Now

Your donation supports education - the key to protection of wolves, bison, elk, native fish and other Yellowstone creatures.

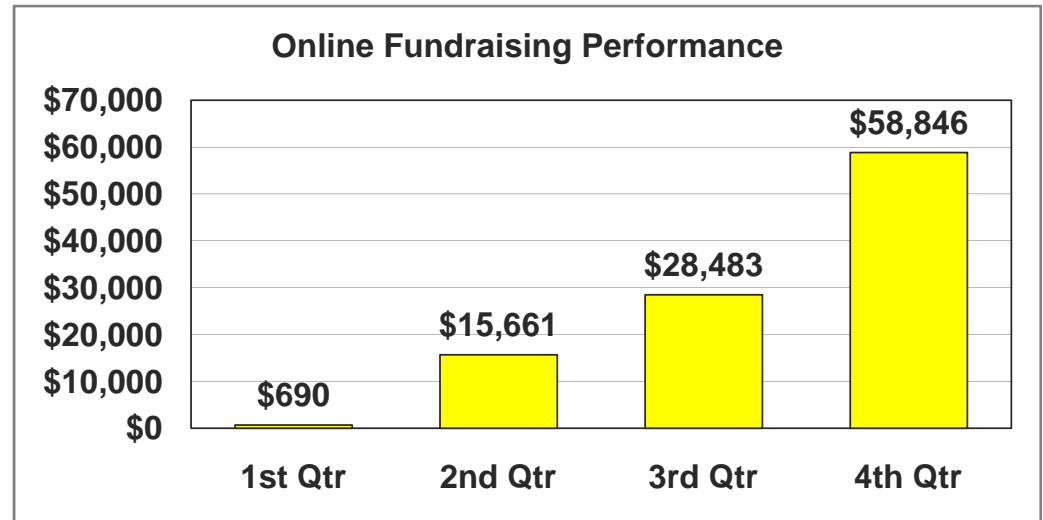
[Donate Today >](#)

Get the Donations You Need

Q4-2008 Fundraising

My Cohort Average: \$36,059

My Cohort Median: \$3,245



Quarterly Online Fundraising Performance

	Q1	Q2	Q3	Q4	My Go! Cohort N=5	All Go! Cohorts N=25
Funds Raised	\$690	\$15,661	\$28,483	\$58,846	\$36,059	\$27,854
Number of Donations/Quarter	10	119	148	446	283	190
Average Donation	\$69	\$132	\$192	\$132	\$128	\$147
One Time Donors	9	103	110	371	215	171
Sustaining Donors	1	7	18	36	68	19
% of Subscribers who are Donors	0%	3%	5%	11%	8%	5%
% of Subscribers who are Non-Donors	100%	97%	95%	89%	92%	95%

You Can Do It, Too

YPF Communications (2008, Convio Go!)

- New Constituent Relationship Pathway
 - ▶ Homepage [Registration Widget](#)
 - ▶ Email [Welcome Message #1](#)
 - ▶ Email [Welcome Message #2](#)

- eNewsletters & Announcements
 - ▶ eNews: [April 2008 Issue](#)
 - ▶ eNews: [May 2008 Issue](#)
 - ▶ eNews: [July 2008 Issue](#)
 - ▶ eNews: [October 2008 Issue](#)
 - ▶ eBlast: [November 2008](#)
 - ▶ eNews: [December 2008 Issue](#)

- Spring Fundraising Campaign
 - ▶ Appeal [Launch Message](#)
 - ▶ Appeal [Reminder Message](#)
 - ▶ Final Appeal ([Non-Donor Version](#)) ([Donor Version](#))

- Housefile Building Campaign
 - ▶ Give-Away [Launch Message](#)
 - ▶ Reminder Message ([Not-Entered Version](#)) ([Entered Version](#))
 - ▶ Last-Chance Reminder ([Not-Entered Version](#)) ([Entered Version](#))

- End-of-Year Fundraising Campaign
 - ▶ Appeal [Launch Message](#)
 - ▶ Stewardship [eCard](#)
 - ▶ Last-Chance Appeal, [Non-Donors Only](#)

200% ROI

Convio Go! Includes:

- The Fundamentals:
 - ▶ 1 Registration Relationship Pathway
 - ▶ 1 Best Practices Donation Form
 - ▶ 1 Tell-A-Friend Widget
 - ▶ 3 Campaign Promotional Widgets
 - ▶ 5 Email Templates
- 1 Email to your Housefile per Month
- 1 Housefile-Building Campaign
- 1 End-of-Year Campaign
- 1 “Other Season” Fundraising Campaign
- 4 Quarterly Benchmarked Reports
- 6 Best Practices Consulting Webinars
- 20 Weeks of Expert Office Hours
- 12 Months of Project Management
- Unlimited Go! Online Community Access
- Unlimited eLearning Classes
- Unlimited Support Desk

Go! Consulting Webinars & Office Hours



Go! Project Management

Welcome Series Guide	Queries Built	Welcome Messages Built	Welcome Messages Approved & Scheduled	Fundraising #1 Guide	Fundraising #1 Build-out	Housefile Campaign Guide	Housefile Campaign Build-Out	Final QA & Launch	Fundraising #2 Guide
D	D	D	D	No	No - opted out				
D	D	D	D	D	D				
D	Waiting	Waiting	Waiting	D	D				
W - Adam following up	W	W	W	No	No - missed deadline				
D	D	D	D	D	D				
D	D	D	D	D	D				
D	D	D	No - not running	D	D		BL		
D	D	D	D	D	D		JT		
D	D	D	D	D	D		BL		
D	D	D	D	D	D		JT		
D	D	D	D - only 1 msg	D	D		JT		
D	D	D	D	D	D		JT		
D	D	D	D	No - sent DM	D		BL		
D	D	D	D	D	D		BL		
D	D	D	D	D	D		JT		
D	D	D	D	D	D		JT		
D	D	D	D	D	D		JT		
D	D	D	D	D	D	Yes	Yes	Yes	
D	D	D	D	D	D	Yes	Yes	Yes	
D	D	D	D	D	D	Yes	Yes	No - opted out	

Go! Virtual Team



Go! Online Community



Welcome, **phansen** (Log out) [New](#) [Your Stuff](#) [History](#) [Browse](#)

New to the Convio Community? [Close](#)

Take a [quick tour](#) to learn how things are organized and how to best use Convio Community, powered by Clearspace.

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[Open Initiative](#)

[National Accounts](#)

[CAB Forum](#)

[PAB Forum](#)

[Convio Get Program \(formerly Velocity\)](#)

- [Fundraising Campaigns](#)
- [Housefile-Building Campaigns](#)
- [eNewsletters](#)

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- [Email](#)
- [Fundraising](#)
- [PageBuilder and StoryBuilder](#)
- [TeamRaiser](#)

What's New

Go to: [Discussions](#) [Documents](#) [Blog Posts](#)

[Constituent Management and SSO APIs](#)
6 hours ago in [Open Initiative](#) by [adrian cotter](#)

[Re: API Questions - Tracking Registrations & Adding to Groups](#)
7 hours ago in [Open Initiative](#) by [kamendola](#)

[Re: Google Grants](#)
9 hours ago in [Best Practices](#) by [nolivas](#)

[2008 Schedule: Client Best Practices 101 Webinar Series](#)
9 hours ago in [Client Best Practices](#) by [AmyVan](#)

[Re: Best Practices: How to promote interest in Interests?](#)
10 hours ago in [Best Practices](#) by [lkruger](#)

[Re: How do I allow participants to enter gifts received offline?](#)
1 day ago in [Fundraising](#) by [KymPietsch](#)

[Syndication of calendar](#)
1 day ago in [Calendar and Personal Events](#) by [leahy](#)

[McPherson Associates, Direct Mail Production Coordinator](#)
1 day ago in [Job Board](#) by [LauraHallar](#)

[McPherson Associates, Account Manager](#)
1 day ago in [Job Board](#) by [LauraHallar](#)

[Re: Personal Events Tech Issues](#)
3 days ago in [Calendar and Personal Events](#) by [kimw](#)

[How to configure different receipt \(autoresponder\) for certain eCommerce products](#)
5 days ago in [Convio Platform Products](#) by [afleisher](#)

[Re: Google Analytics Conversion Goals](#)
5 days ago in [Best Practices](#) by [mritman](#)

[Re: Google Website Optimizer messing up CMS \(?\)](#)
6 days ago in [CMS](#) by [adrian cotter](#)

[Re: CSS based layouts and PageBuilder](#)
6 days ago in [PageBuilder and StoryBuilder](#) by [adrian cotter](#)

So is **Convio Go!** for you?



Thank You!

- For additional questions about **Convio Go!**:
 - ▶ Visit www.convio.com/go
 - ▶ Email info@convio.com
 - ▶ Or call us @ 1-888-528-9501 ext. 1