



# Spotlight on Environmental Organizations

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October 7, 2008



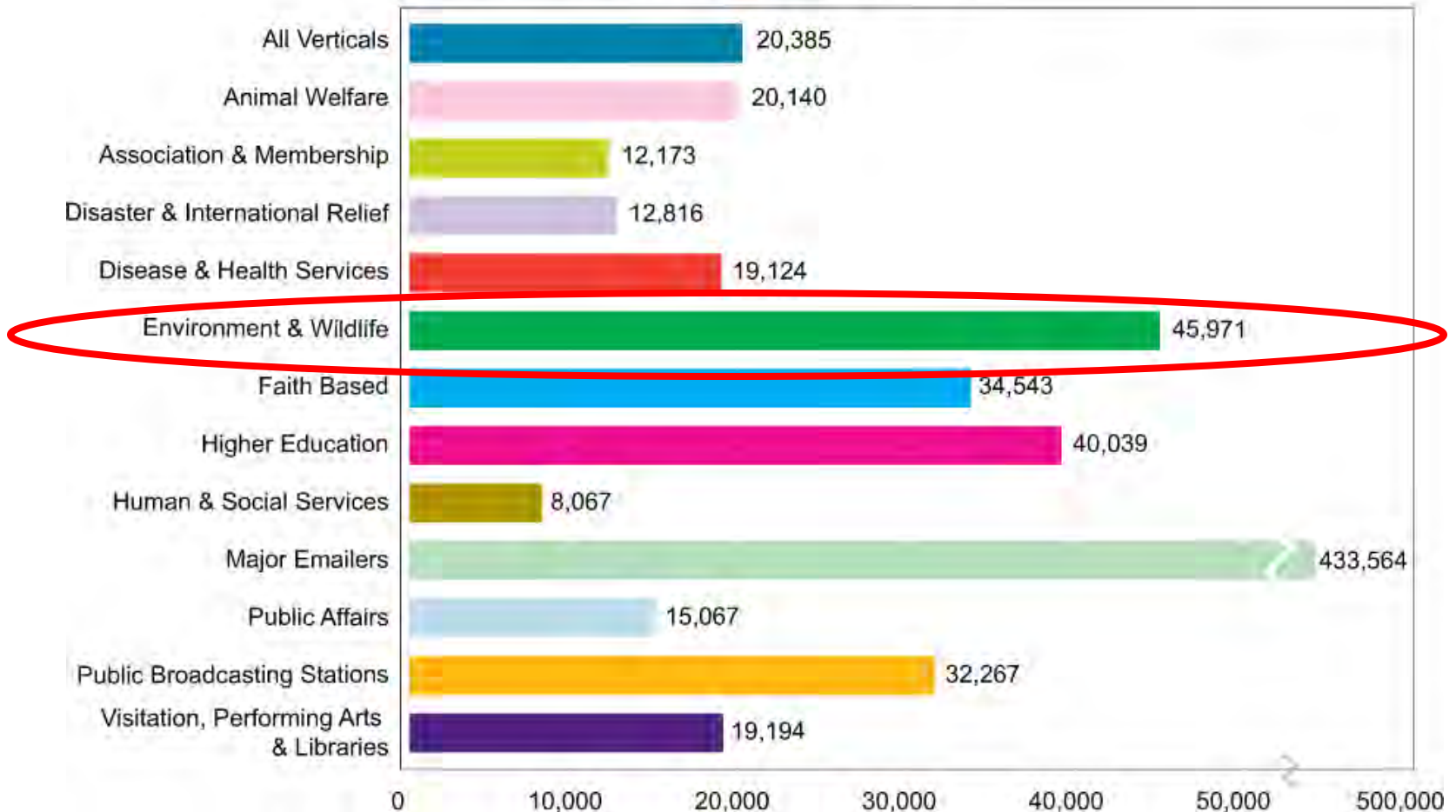
# What We Will Cover Today

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- Some key benchmarks
- Two very different case studies
  - ▶ Conservation International – major gifts driven
  - ▶ World Wildlife Fund – high volume marketer
- Key online success strategies used by each organization
- Why Convio is the choice of leading environmental nonprofit groups

# Email File Size

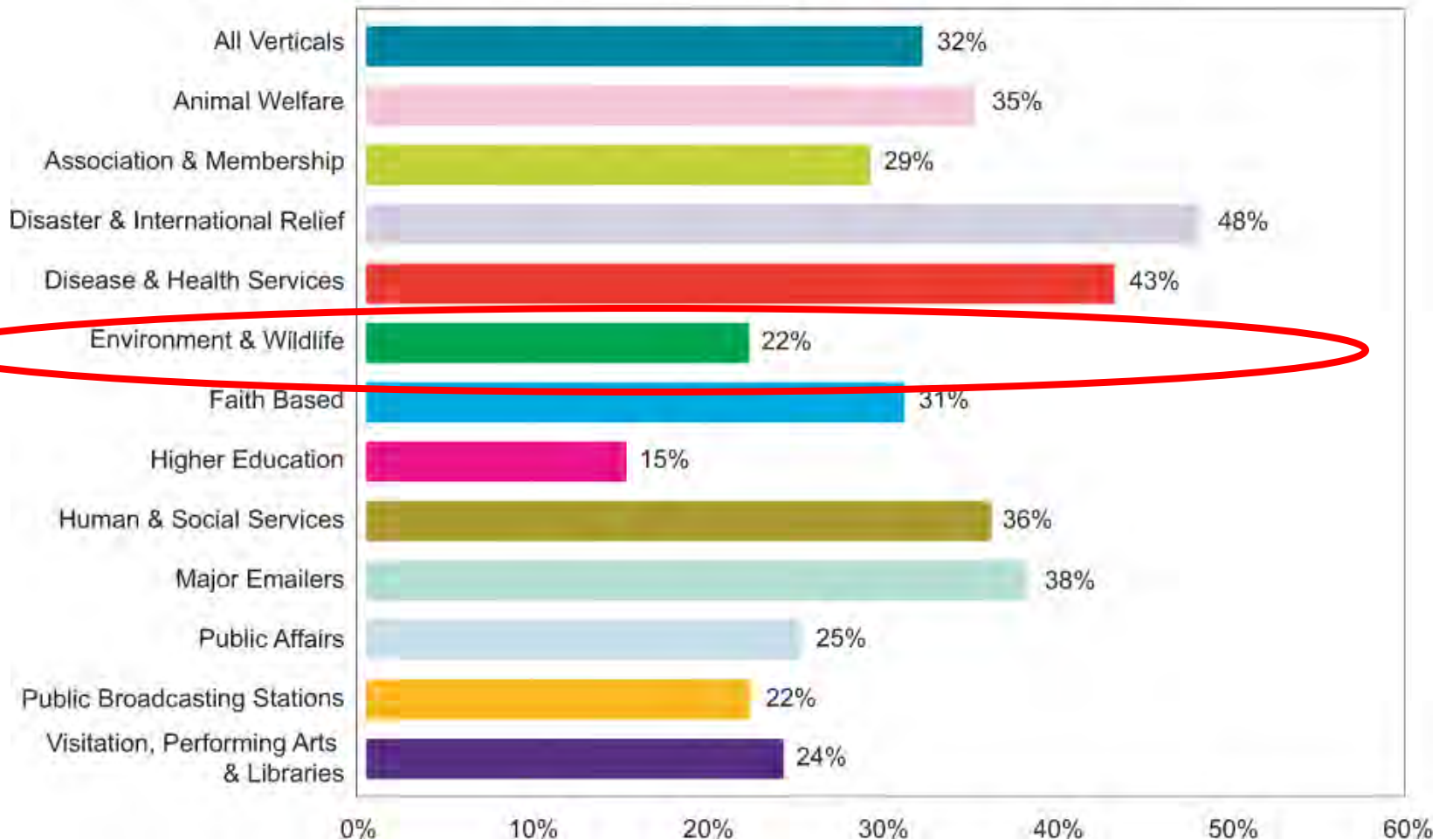
**Total Email File Size by Vertical**  
Median Housefile Size as of June 30, 2007, n = 419



# Email File Growth

## Email File Year-Over-Year Growth by Vertical

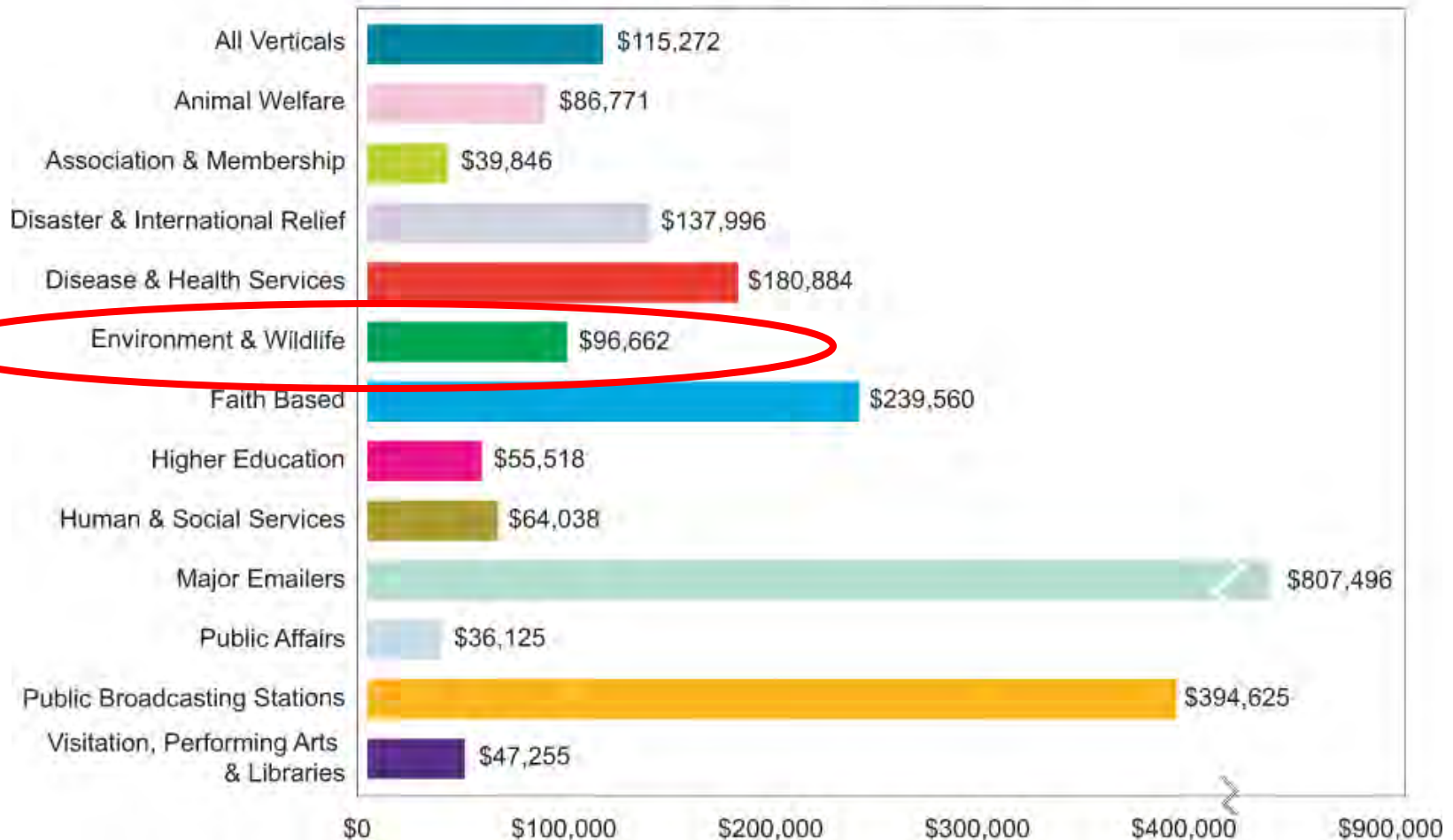
Median Email File Size Change from from July 2005 - June 2006 to July 2006 - June 2007, n = 221



# Online Revenue

## Total Online Revenue including Ecommerce by Vertical

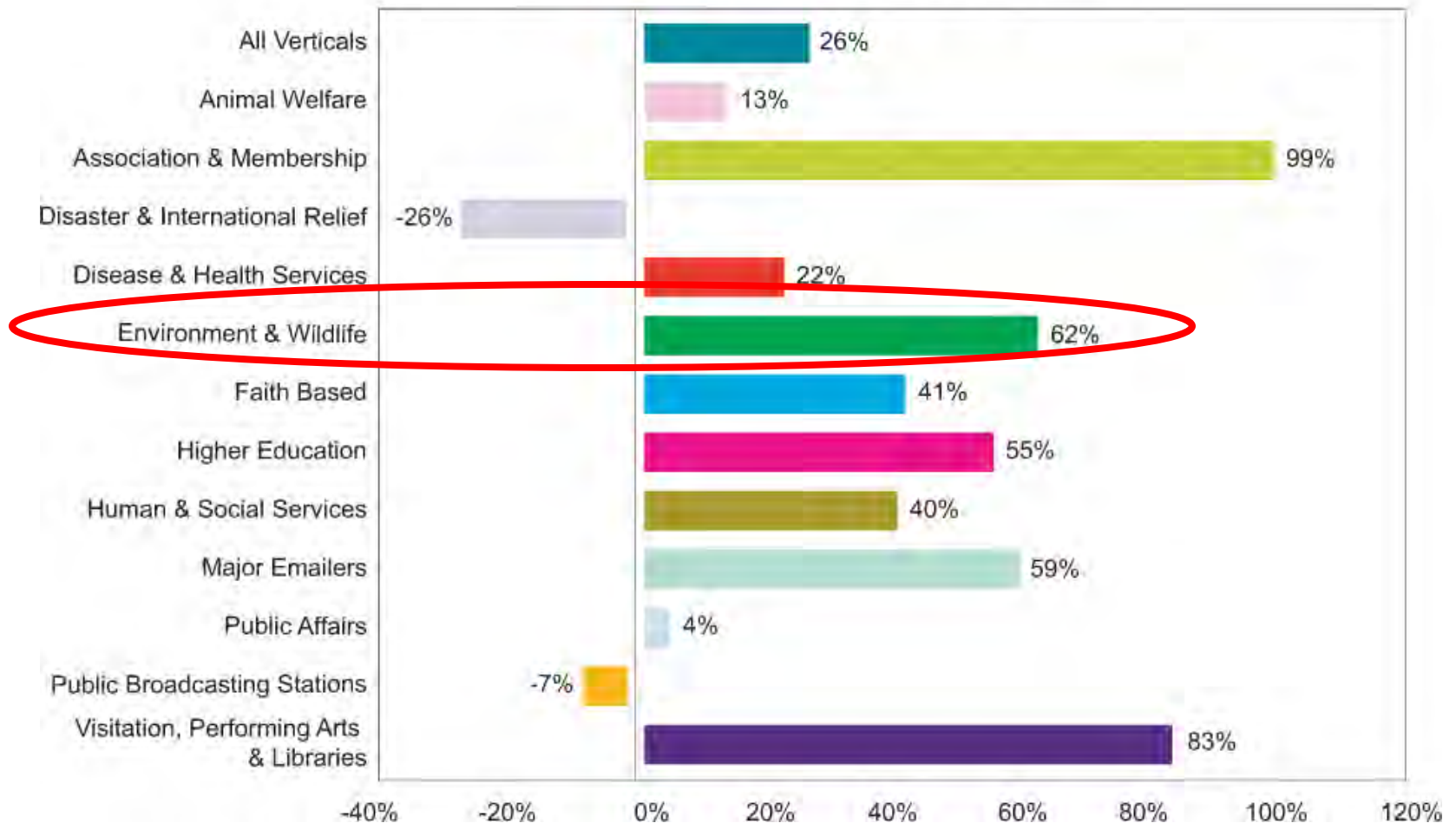
Median Total Revenue for July 2006 - June 2007, n = 327



# Online Revenue Growth

## Online Revenue Year-Over-Year Growth Rate by Vertical

Median Total Revenue for July 2006 - June 2007, n = 170





# About Conservation International

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- Founded in 1987
- Our mission is to conserve the Earth's living heritage – our global biodiversity – and to demonstrate that human societies are able to live harmoniously with nature.
- CI has historically been focused on major gifts with only recent development of membership and smaller gift programs



# Where We Started

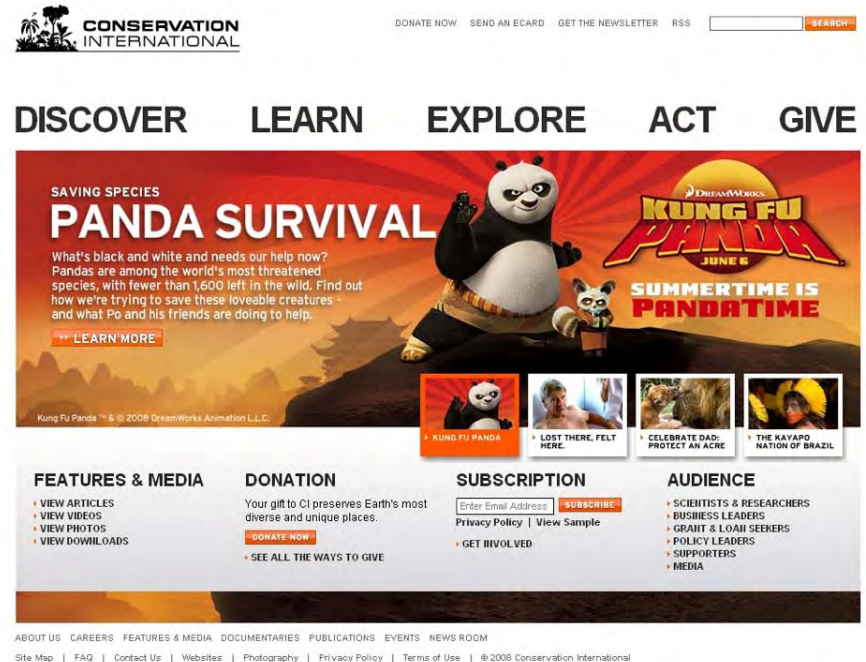
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- Small staff with limited budget and an inconsistent web presence
- Email subscriber list of 4,000
- No presence on social networks
- One standard donation form
- Insignificant donation revenue from online channel



# Conservation International: Results

- Increased online annual giving from \$90,000 to over \$1M in just 2 years
- Grew email subscriber list from 4K to 110K in two years
  - ▶ Great Turtle Race
  - ▶ Live Earth
  - ▶ Corporate programs
- Built robust donor and subscriber communication program with approximately 4 million emails deployed in 2007
- Integrated Convio technology into web platform for authentication on personalized pages and donation processing



# Stop the Clock on Species Extinction



**PHILIPPINE EAGLE**

**IUCN RED LIST CATEGORY:  
CRITICALLY ENDANGERED**

There are fewer than 250 of these majestic birds of prey left. They symbolize the unique flora and fauna disappearing forever in the Philippines.

*Pithecophaga jefferyi*

ANOTHER SPECIES LOST IN:  
**10:49**  
**STOP THE CLOCK**

\*One extinction predicted every 9-44 minutes.

- Approximately 20,000 petition signers, who also joined the CI community
- Engaged supporters with higher than average involvement and average gift size

# Great Turtle Race

powered by YAHOO!

## THE GREAT TURTLE RACE

LEATHERBACK SEA TURTLES...  
They are going faster than you think.

From Costa Rica to the Galapagos

The Race | Meet The Turtles | Leatherback World: On The Brink | Turtle Champions | Sea Turtle School | How Can I Help? | Sponsors & Supporters

DAILY UPDATES | LEADERBOARD

PLACE	PROGRESS	MILES LEFT
1.		108 mi
2.		139 mi
3.		189 mi
4.		194 mi
5.		204 mi
6.		206 mi
7.		216 mi
8.		231 mi
9.		265 mi
10.		506 mi
11.		508 mi

Meet The Turtles!

START

FINISH ZONE

Galapagos Islands

Nicaragua

Costa Rica

Panama

Ecuador

Colombia

DAY: 1 2 3 4 5 6 7 8 9 10 11 12 13 14

PLAY PAUSE

Cheer On Your Turtle | Tell A Friend | How Can I Help | Fan Clubs

Bookmark with del.icio.us | Blog via 360° | Print

## ■ Earned Media Reach

- ▶ North America: 26 million
- ▶ International: 100 million
- ▶ Estimated \$2 million value in earned media

## ■ GreatTurtleRace.com

- ▶ 670,000 unique visitors in three weeks
- ▶ 43,000 subscribed “fans”
- ▶ 55,000 new online community members
- ▶ Plastic bag pledge: 18,000 +



# Carbon Calculator



[DONATE NOW](#) [SEND AN ECARD](#) [GET THE NEWSLETTER](#) [RSS](#)

 [SEARCH](#)

DISCOVER

LEARN

EXPLORE

ACT

GIVE

[Home](#) > [Act](#) > [Live Green](#) > [Your Carbon Calculator](#)

## YOUR CARBON CALCULATOR

[Methodology & Sources](#)

The screenshot shows a web application interface for a carbon calculator. At the top, it says "POWERED BY CONSERVATION INTERNATIONAL". The main visual is a large image of a gorilla in a forest with the text "...IN THE FASTEST AND CHEAPEST WAY?". To the right of this image is a "BEGIN YOUR CALCULATION" button and three small thumbnail images: a tree, wind turbines, and a city skyline. Below the main image is a "CONSERVATION INTERNATIONAL" logo and "START" and "CLOSE" buttons. The bottom section is titled "SEE THE MATH" and contains the text: "Our carbon calculator is simple, fast, and easy to use, but it will deliver your total estimated personal greenhouse gas emissions about as accurately and credibly as many hours of data gathering and fact finding." Below this text is a colorful parrot illustration. At the very bottom, there is a navigation bar with five buttons: "LOWER YOUR TOTAL", "SEE THE MATH", "SAVE THESE FORESTS", "REVEAL THE PHOTO", and "HELP".

# Community Building

Having trouble viewing this email? [Click here](#) to view it online.



© Yva Momatiuk & John Eastcott/Minden Pictures

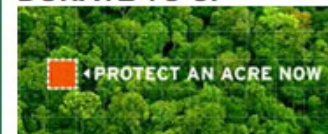
## ANIMAL OLYMPIANS

Have you been rooted to your couch, cheering for your favorite Olympians? Even though the games are wrapping up, nature's Olympians can be found all over the world. In fact, some threatened species flex their muscles every day. Who is the best of the best in diving, wrestling and judo? Check out our animal Olympians to find out.

[▶▶ LEARN MORE ON CONSERVATION.ORG](#)

[▶ FORWARD TO A FRIEND](#)

## DONATE TO CI



\$15 can help to protect an acre of forest, all the life it contains and all the resources it provides to local communities. Support CI's efforts to conserve forests and stabilize our climate.

[▶▶ PROTECT AN ACRE](#)

\$15 can protect an acre of forest and help curb climate change.

## MONKEYS, APES, LEMURS & MORE





# Protect an Acre to Stop Climate Change



[DONATE NOW](#) [SEND AN ECARD](#) [GET THE NEWSLETTER](#) [RSS](#)  [SEARCH](#)

## LOST THERE, FELT HERE.

**1,720** ACRES OF FOREST PROTECTED [FIND MY ACRE](#)

**PROTECT AN ACRE**

LEARN ABOUT CLIMATE CHANGE

SEE THE SOLUTION

JOIN THE COMMUNITY

WATCH HARRISON FORD MESSAGE

HELP STOP CLIMATE CHANGE BY PROTECTING AN ACRE OF TROPICAL FOREST, ALL THE LIFE IT CONTAINS, AND THE PEOPLE IT SUPPORTS.  
[CLICK TO BEGIN](#)

[ABOUT US](#) [CAREERS](#) [FEATURES & MEDIA](#) [DOCUMENTARIES](#) [PUBLICATIONS](#) [EVENTS](#) [NEWS ROOM](#)  
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# Protect an Acre to Stop Climate Change



[DONATE NOW](#) [SEND AN ECARD](#) [GET THE NEWSLETTER](#) [RSS](#)

 [SEARCH](#)

## LOST THERE. FELT HERE.

0 164 087 ACRES OF FOREST PROTECTED [? FIND MY ACRE](#)

- [PROTECT AN ACRE](#)
- [LEARN ABOUT THE PROBLEM](#)
- [SEE THE SOLUTION](#)
- [JOIN THE COMMUNITY](#)
- [WATCH HARRISON FORD AD](#)

### PROTECT AN ACRE

Thousands of human hands are slashing and burning rainforests right now. Likewise, thousands of human hands are poised, fingers raised over their mouse buttons, about to make a difference.

\$15 protects an acre of forest and all the life it contains.

[PROTECT THIS ACRE](#)



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# Protect an Acre to Stop Climate Change



[DONATE NOW](#) [SEND AN ECARD](#) [GET THE NEWSLETTER](#) [RSS](#)  [SEARCH](#)

## LOST THERE, FELT HERE.

12,899 ACRES OF FOREST PROTECTED [FIND MY ACRE](#)

**PROTECT AN ACRE**

LEARN ABOUT CLIMATE CHANGE

SEE THE SOLUTION

JOIN THE COMMUNITY

WATCH HARRISON FORD MESSAGE

# 2 ACRES PROTECTED

**DBC P**  
Washington, DC

[PROTECT AN ACRE](#)

See who else has made a difference.  
[▶ VIEW OTHER ACRES](#)

See where we're making a difference.  
[▶ VIEW OUR PROGRAMS](#)

[▶ MORE WAYS TO HELP](#)

[TELL A FRIEND](#)

Click an acre to explore the life it contains.  
Keep clicking to see different animals.

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# Protect an Acre to Stop Climate Change



[DONATE NOW](#) [SEND AN ECARD](#) [GET THE NEWSLETTER](#) [RSS](#)  [SEARCH](#)

## LOST THERE, FELT HERE.

PROTECT  
AN ACRE

LEARN  
ABOUT  
CLIMATE  
CHANGE

SEE THE  
SOLUTION

JOIN THE  
COMMUNITY

WATCH  
HARRISON  
FORD  
MESSAGE

## PROTECTING TROPICAL FORESTS

One of the quickest and most cost-effective ways to reduce global carbon emissions is to conserve tropical forests. And when we do, we also:

- Protect the natural habitat of many threatened and endangered species.
- Preserve the livelihood and incomes of local communities.
- Curb climate change.

Over the past three years Conservation International, in conjunction with our partners, has conserved 143 million acres of tropical forest - equivalent to taking 10 million cars off the road. Explore some of our other successful and ongoing programs below.

[CLICK HERE TO VIEW ALL PROGRAMS](#)



▶ THE FOREST  
SOLUTION



▶ COSTA RICA'S  
COMEBACK



▶ LIBERIA'S 3C  
APPROACH



▶ KAYAPO DEFEND  
THE AMAZON



▶ FRESH WATER  
FOR PERU



▶ GLOBAL SPECIES  
SURVIVAL

[ABOUT US](#) [CAREERS](#) [FEATURES & MEDIA](#) [DOCUMENTARIES](#) [PUBLICATIONS](#) [EVENTS](#) [NEWS ROOM](#)

[Site Map](#) | [FAQ](#) | [Contact Us](#) | [Websites](#) | [Photography](#) | [Privacy Policy](#) | [Terms of Use](#) | © 2008 Conservation International





# CI Best Practices

- Relevance
- Targeting and segmentation
- Cultivation
- Integrate online and offline

The screenshot shows the Conservation International website homepage. At the top left is the logo with the text "CONSERVATION INTERNATIONAL". To the right are navigation links: "DONATE NOW", "SEND AN ECARD", "GET THE NEWSLETTER", "RSS", and a search bar with a "SEARCH" button. Below the header is a main navigation bar with "DISCOVER", "LEARN", "EXPLORE", "ACT", and "GIVE". The main content area features a large banner with a yellow flower and the text "LIFE LIVES HERE. PROTECT OUR FUTURE. LOVE THE EARTH". Below the banner are four featured articles: "LOVE THE EARTH WITH FLOWERS", "THE MANTADIA CORRIDOR", "GREENING CHINA", and "2008 CALENDAR". The page is divided into four columns: "FEATURES & MEDIA" (with links for articles, videos, photos, and downloads), "DONATION" (with a "DONATE NOW" button and a link to "SEE ALL THE WAYS TO GIVE"), "SUBSCRIPTION" (with an email input field, a "SUBSCRIBE" button, and links for "Privacy Policy" and "View Sample"), and "AUDIENCE" (with a list of target groups including scientists, business leaders, and media). At the bottom, there is a footer with links for "ABOUT US", "FEATURES & MEDIA", "PUBLICATIONS", "EVENTS", and "NEWS ROOM", along with "Site Map", "FAQ", "Contact Us", "Websites", "Photography", "Privacy Policy", "Terms of Use", and a copyright notice for 2008 Conservation International.

# About World Wildlife Fund

- Largest multinational conservation organization in the world, working in 100 countries
- Founded in 1961, WWF now has 1.2 million members in the United States and close to 5 million globally
- Conserves the planet's natural resources by combining global reach with a foundation in science, involves action at every level – from local to global – and ensures the delivery of innovative solutions that meet the needs of both people and nature.



# Why We Selected Convio

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Breadth of Convio's products and services, including:

- Hosted model
- Client services and support
- Felt like a partner—understanding of environmental space
- DataSync capabilities to our offline database
- Scalability
- Advocacy & Fundraising integrated platform
- Ownership of donation pages / fundraising related web content
- Client Success Services and Virtual Administrator support

# WWF's Online Universe

- Total e-newsletter subscribers = 800K (approx.)
- 19% of membership revenue is generated online
- YOY growth of 83%

Having trouble reading this email? Please [visit WWF's website](#). | Have a question? [Contact us](#).



## World Wildlife Fund

E-NEWSLETTER

> forward to a friend  
> send free e-cards  
> donate

SUPPORT WWF

CONSERVATION RESULTS

**Tagging Turtles in Kenya**  
The Lamu Archipelago is one of the most important marine turtle nesting grounds in Kenya. Five of the seven sea turtle species that range in the Western Indian Ocean are found within the Lamu Seascape. Three species—green turtle, hawksbill and olive ridley—nest, while the other two—loggerhead and leatherback—have been reported to feed within the Lamu Archipelago. Over the years, WWF has mobilized the communities to protect the marine turtles both at sea and on the beaches. This August marked the official launch of the sea turtle satellite radio telemetry program in Kiunga Marine National Reserve. [Learn more about this turtle tagging program](#) and how the strategic use of scientific monitoring is helping to improve management and conservation of natural resources along the Kenyan Coast.



© WWF-EARPO/Kimunya Mugo

**LEARN MORE**

- [Watch a slideshow to see how turtles are tagged](#)
- [Meet the turtles that are being tracked](#)
- [About the region: Coastal East Africa](#)
- [Videos from Coastal East Africa](#)

**GOOD STUFF**

**New animal adoptions, just in time for Halloween!** Be one of the first to symbolically adopt a [black jaguar](#), [wolverine](#), or [Tasmanian devil](#). Select the Halloween bag with your adoption and we'll send the plush animal in WWF's exclusive Trick or Treat bag! [Adopt now.](#)



**NEW!**

**The Card That Helps Protect the Future of Nature**  
Help WWF save the planet just by using your WWF Visa® card. Chase will contribute \$50 for each new WWF account opened and activated online. Then, each and every time you use your WWF credit card to make a purchase, WWF will receive 1 percent of the sale amount. There's no annual fee and you can select from one of three spectacular wildlife photographs—whale, panda or tiger. Since 1995, WWF has received more than \$10 million from these animal credit cards.



**New Hope for Sumatra's Elephants and Tigers**  
Tesso Nilo National Park is one of the last havens for endangered Sumatran elephants and critically endangered Sumatran tigers. Tesso Nilo, in the Riau Province of Indonesia, has the highest lowland forest plant biodiversity known to science, with more than 4,000 plant species recorded so far and many species yet to be discovered. However, the province is under dramatically increasing threat from the pulp and paper industry, the clearing of forest for palm oil plantations, and illegal settlements. Marking an important step forward, the government of Indonesia just announced that it will more than double the national park into 213,000 acres by December 2008 and integrate an additional 47,000 acres into the national park management area of 250,000 acres. WWF has been supporting the government effort to extend and protect the park as the last block of lowland forest in central Sumatra large enough to support a viable elephant population. [Learn more](#) about this milestone and what WWF is doing to further the protection of the forests and their inhabitants.



© Alain Compost/WWF-Cannon



# Significant Results

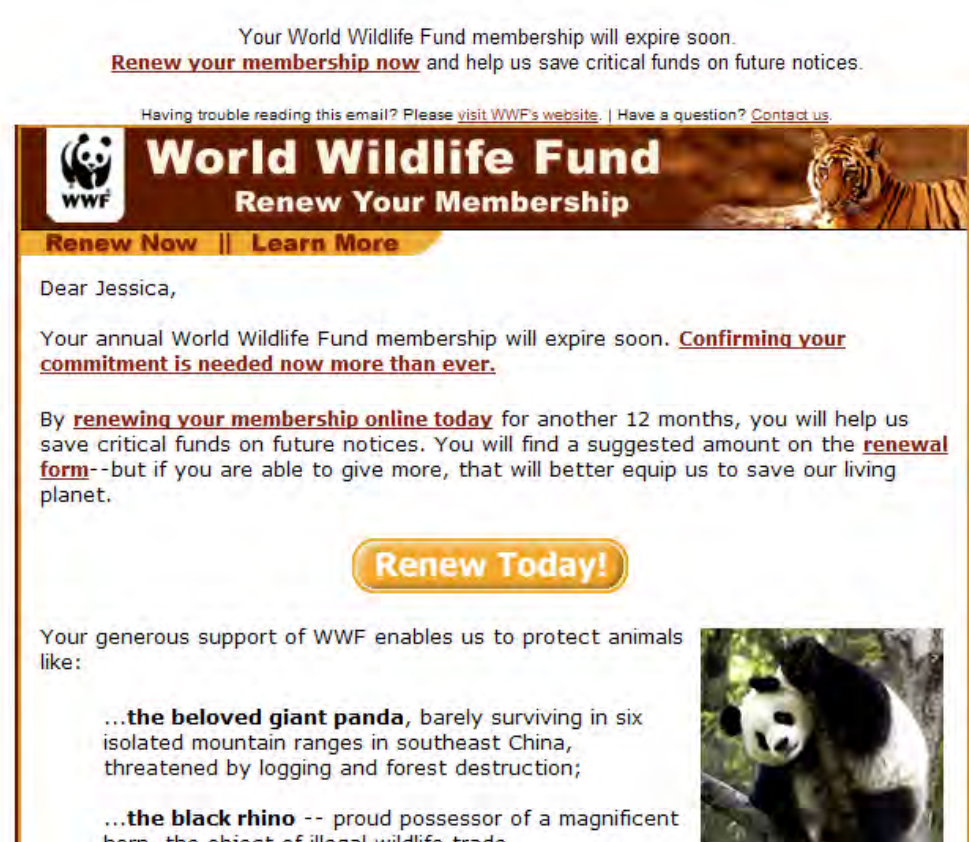
- Multi-series campaigns don't have to be fancy  
If you do not have time to create different messages, simply resend the original email again.

For example, a sustainer campaign resend in 2008 yielded 28% more in revenue.

A July WWF renewal resend increased revenue by 79%:

- Original email subject:  
*"Please Renew Your WWF Membership"*

- Resend email subject:  
*"Reminder: Renew Your WWF Membership"*



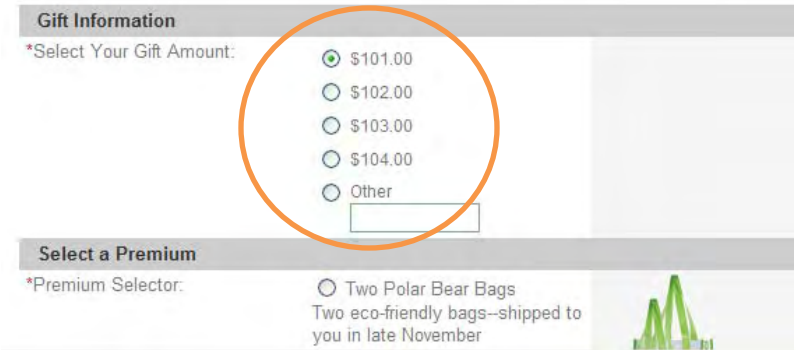
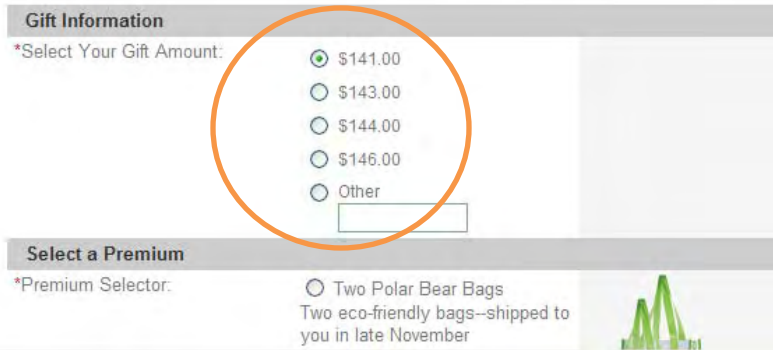
# Significant Results (cont.)

- Remind sustaining donors to update their expiring credit card to prevent revenue loss  
An email invitation series in 2008 resulted in 5% of message recipients returning and updating their credit card on file.
- Include deadlines in your call to actions for a better response rate  
We've tested deadlines in the subject line AND the impact of that deadline on the send date of the email appeal. Most significant, for one holiday giving campaign, sending the appeal day before the deadline generated 55% more revenue.



# Key Insights and Best Practices

- Get the full picture and integrate across channels  
Figure out how your donors behave both on- and offline and understand how your interactions with them effect behavior  
- Use dynamic ask strings for renewals based on each donor's giving history





# Key Insights and Best Practices (cont.)

- Coordinate the timing of on- and offline appeals  
 Example: Integrated tiger appeal preliminary results show 40% better response rate

**Offline appeal and envelope**

WWF  
**TIGER EMERGENCY UPDATE**  
 URGENT DISPATCH \* \* \* \* \* AUGUST 2008

Dear Friend,

I am writing to you with an urgent update about tigers. You are aware, tigers are among the world's most endangered animals. In fact, the population of wild tigers has declined by 94% over the last century. Only three distinct sub-species of tiger known to be alive today: Amur tigers, Indochinese tigers, and Bengal tigers. Until recently Bengal tigers, which have the largest range, were considered a conservation success story with a thriving, even growing population. However, recent news has recently been released that the population of Bengal tigers in India, which was estimated at over 3,500 just five years ago, is now down to about 1,400 — and falling fast. These news reports raise the frightening prospect that wild tigers could become extinct in our lifetimes unless we take immediate action.

Here are some facts about tigers you need to know:

**You are the LAST, BEST HOPE for the survival of endangered animals like the tiger!**

Very best chance for the survival of tigers. You see, while tigers are under threat in India and other parts of the world, you can help. Please call and support other conservationists in their fight to save THEM IN JAIL!

Can I count on your financial support today?

With your help WWF has led many of the most successful efforts in tiger conservation, including last year's announcement of two new parks in Russia to preserve crucial habitat for the Amur tiger.

World Wildlife Fund  
 1250 Twenty-Fourth Street, NW • Washington, DC 20037  
 worldwildlife.org

**TIGER EMERGENCY REPLY**  
**HELP WWF SAVE THE SUMATRAN TIGER!**

\*\*\* If we receive your gift of this amount or more in the next 10 days, we'll rush you FREE WWF plush to you! Indicate your choice below.

1) \$1000000 2) \$500000 3) \$250000 4) \$100000 5) \$50000 6) \$25000 7) \$10000 8) \$5000 9) \$2500 10) \$1000 11) \$500 12) \$250 13) \$100 14) \$50 15) \$25 16) \$10 17) \$5 18) \$2 19) \$1 20) \$0.50 21) \$0.25 22) \$0.10 23) \$0.05 24) \$0.01 25) \$0.005 26) \$0.001 27) \$0.0005 28) \$0.0001 29) \$0.00005 30) \$0.00001

World Wildlife Fund  
 1250 Twenty-Fourth Street, NW

**Online appeal, included envelope image**

Having trouble reading this email? Please visit WWF's website. | Have a question? Contact us.

**TIGER EMERGENCY UPDATE**

Dear First NameWWF Member,

I hope you've had a chance to look over the urgent tiger dispatches I sent you last week.

By now, I'm sure that you are aware of the dire situation that tigers currently face: **these majestic animals could become extinct in our lifetimes if we don't take action.**

Today, while tigers face many threats, including the loss of critical habitat, the single greatest threat is poaching for their fur, bones, and internal organs. **Aggressive and illegal tiger trafficking threatens to hasten the tragic extinction of one of the world's most magnificent animals.**

Here are some of the ways WWF is fighting tiger trafficking with our wildlife trade ban and **TRAFFIC**:

- We're conducting daring undercover **investigations** to find the places where tigers are sold and track them back to the source.
- We're using **advanced tracking and mapping** to give governments the information they need to put traffickers in jail.
- We're **ratcheting up pressure on China** to urge them not to lift their 15-year-ban on domestic trade in tiger bone.

And we're working to save tigers in other ways.

**With help from friends like you**, we're preserving habitat and protecting tiger prey species. We're also leading the Terai Arc Landscape Project to protect

You are the LAST, BEST HOPE for the survival of endangered animals like the tiger!



# Key Insights and Best Practices (cont.)

- Conditionalize content  
Target your messaging and content based on your supporters interests

Having trouble reading this email? Please [visit our website](#). | Have a question? [Contact us](#).



Over 200 Ways to Support Conservation!

Forward to a Friend || Find a Gift

Many species around the world are threatened with extinction.

Why? Their natural habitat is shrinking. Poaching is an ongoing threat. Pollution and climate change puts them at risk. These are serious challenges, and WWF is developing solutions to help save these treasured species and the wild places where they live. [WWF's Online Gift Center](#) offers over 200 ways to make a special holiday gift that inspires you—and all your loved ones—to support WWF's global conservation work and help protect our living planet.

- EW** Extinct in the Wild
- CR** Critically Endangered Species
- EN** Endangered Species
- VU** Vulnerable Species

**EN**



**Adopt a Snow Leopard**

WWF helped lead a study that revealed a dramatic decline in populations of this magnificent species over a 10-year period. Your contribution helps support WWF's work to save animals such as the snow leopard.

**EW**  
**CR**  
**EN**



**Endangered Species of the Month Club**

Create a lasting foundation for WWF's conservation action around the world with a year of symbolic endangered animal adoptions, including four critically endangered animals and one extinct in the wild.

**WWF Jute Bags**

Show your commitment to protecting endangered species and their habitats with the international symbol of conservation, WWF's panda logo. Your donation supports WWF's work to save wildlife around the world.



**Adopt a Penguin**



**Adopt a Beanie**



**Adopt a Polar Bear**



Having trouble reading this email? Please [visit our website](#). | Have a question? [Contact us](#).



Over 200 Ways to Support Conservation!

Forward to a Friend || Find a Gift

Many species around the world—including big cats—are threatened with extinction.

Why? Their natural habitat is shrinking. Poaching is an ongoing threat. Pollution and climate change puts them at risk. These are serious challenges, and WWF is developing solutions to help save these treasured species and the wild places where they live. [WWF's Online Gift Center](#) offers over 200 ways to make a special holiday gift that inspires you—and all your loved ones—to support WWF's global conservation work and help protect our living planet.

- CR** Critically Endangered Species
- EN** Endangered Species
- VU** Vulnerable Species
- NT** Near Threatened

**EN**



**Adopt a Snow Leopard**

WWF helped lead a study that revealed a dramatic decline in populations of this magnificent species over a 10-year period.

**CR**



**Adopt an Amur Leopard**

With only about 35 remaining in the wild, Amur leopards are at critical risk of extinction. WWF's priority is rebuilding this big cat's population.

**VU**



**Adopt a Cheetah**

WWF has been working for almost a century to protect the cheetah.

**EN**



**Adopt a Tiger**

Quickly disappearing from the wild.

**VU**



**Adopt a Lion**

In Namibia—where vulnerable.

**NT**



**Adopt a Jaguar**

Amazon rain forests are disappearing.

Cat focus:  
0.4% lift in response!

# Key Insights and Best Practices (cont.)

- Test, test, test  
You can read best practices all day, but the only way to know how your audience responds is to test
  - Which yields more conversions: one- vs. several-step donation forms? For WWF, it seems to vary by audience.
  - What email design results in a greater click through rate?
  - What messaging prompts more click thoughts and conversions?
- Take time to do the analysis
  - Use reports to find out what is and isn't working for you



Multi-step performs 17% better!

**1 Gift Options** — **2 Payment Information** — **3 Submit Your Gift**

By renewing your WWF membership today, your generous gift will help us continue to save endangered species, protect wild habitats and address global threats.

As a special thank you, if you give a gift of at least the first recommended amount below, we'll send you these two Polar Bear Bags. Made from durable woven fabric, these reusable bags will take the place of hundreds of disposable bags.

**Gift Information**

\*Select Your Gift Amount:

\$14

\$14

\$14

\$14

Other

**Select a Premium**

\*Premium Selector:

Two

Two eco

you in la

**Gift Information**

\*Select Your Gift Amount:

\$141.00

\$143.00

\$144.00

\$146.00

Other

**Select a Premium**

\*Premium Selector:

Two Polar Bear Bags  
Two eco-friendly bags--shipped to you in late November  
More Information...

WWF Fleece Blanket

# Why Convio Is Your Right Partner

- Deep experience in environment and conservation sector
- Comprehensive CRM platform designed to help you grow
  - ▶ Flexible online fundraising
  - ▶ Robust email marketing
  - ▶ Strong integrated advocacy capabilities
  - ▶ Constituent empowerment and Web 2.0
  - ▶ Web content management
  - ▶ Donor database integration
  - ▶ New! Offline CRM system
- Comprehensive success services in-house and via 170 strategic partners
  - ▶ Strategy and campaign execution
  - ▶ Benchmarking and analytics
  - ▶ Information architecture, user experience
  - ▶ Virtual administration
  - ▶ Convio Go!



NATURAL RESOURCES DEFENSE COUNCIL  
THE EARTH'S BEST DEFENSE



**Your Partner In Driving Results**