



# Convio Go!

A Guided Program for Online Fundraising Success



# About Your Presenter

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## Patrick Hansen Senior Interactive Consultant

- Manager, Convio Go! Program
- 8 years in nonprofit technology
- 4 years IBM R&D
- Published author with 12 patents
- Clients include:
  - ▶ Feeding America
  - ▶ National Relief Charities
  - ▶ Yellowstone Park Foundation
  - ▶ Paul Anderson Youth Home

# Convio Go! Program Objectives

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Grow Your Email List



Communicate Regularly



Raise Funds

# Convio Go! Introduction

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**Convio online fundraising software**



**A proven action plan**



**A team of your peers and  
Convio coaches to guide you**



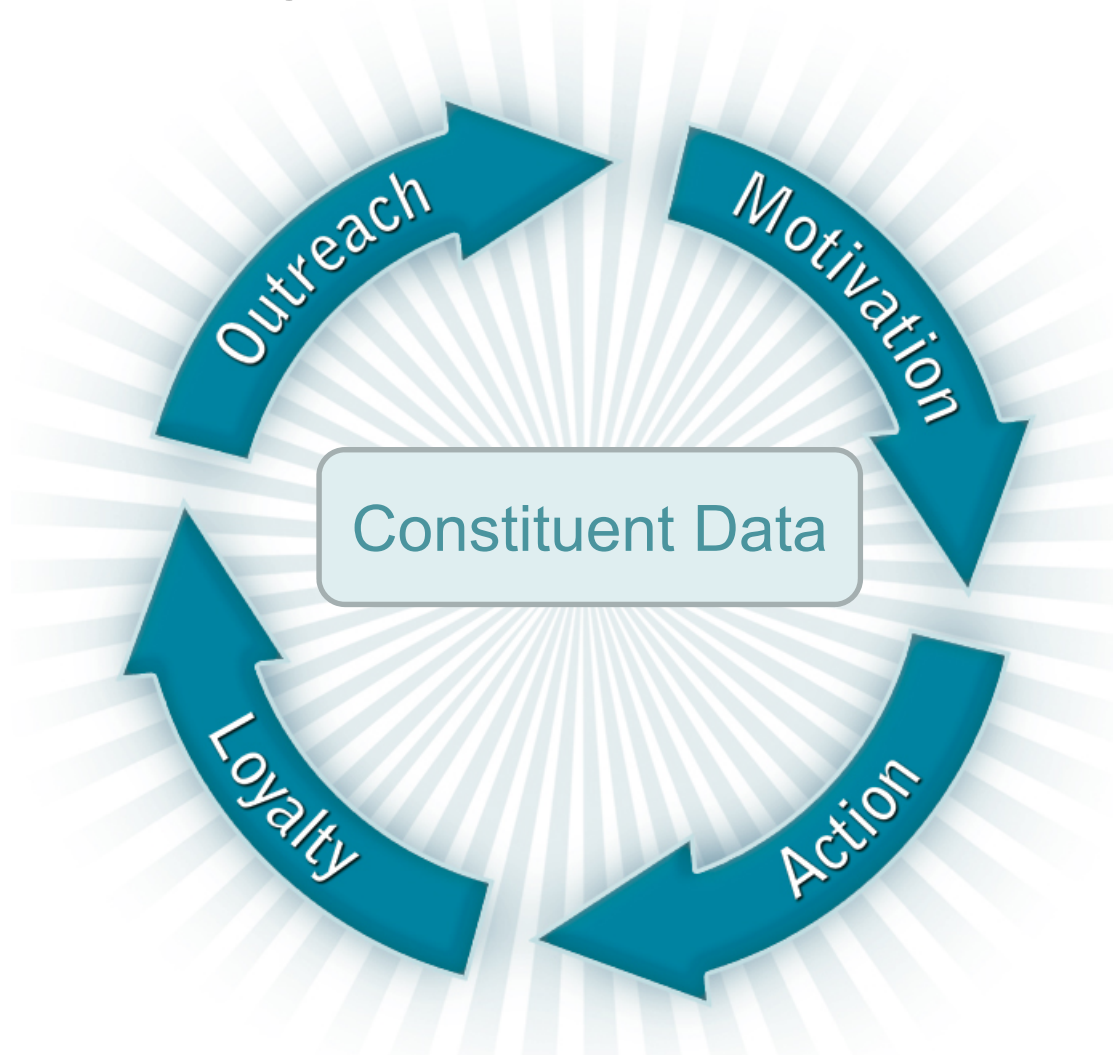
**Tangible results today and the  
knowledge to build on and expand your  
online programs**



# Relationship Building Framework

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Build life-long relationships with constituents



Constituent  
Relationship  
Management  
(CRM)

# Our Proven 4-Part Plan

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**Q1**

**Site Configuration  
& Welcome Series  
Launch**

**Q2**

**Spring Fundraising  
Campaign**

**Q3**

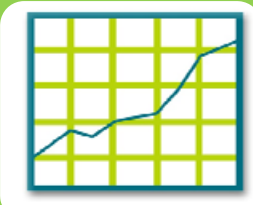
**Housefile Building  
Campaign**

**Q4**

**Year-end  
Campaign**

# Convio Go! Program Objectives

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Grow Your Email List



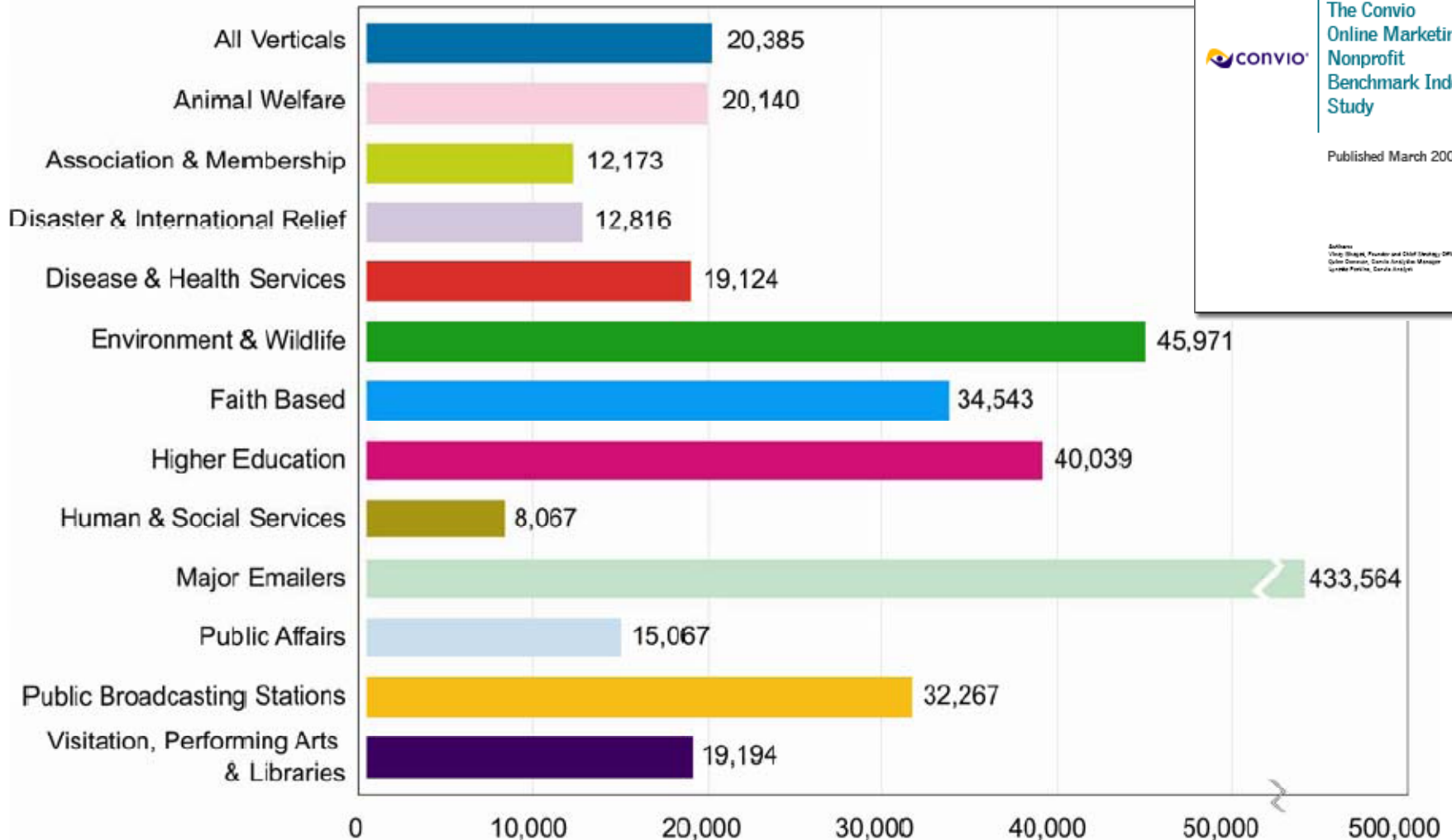
Communicate Regularly



Raise Funds

# Nonprofit Email “Housefile” Size Trends

Median Housefile Size as of June 30, 2007, n = 419



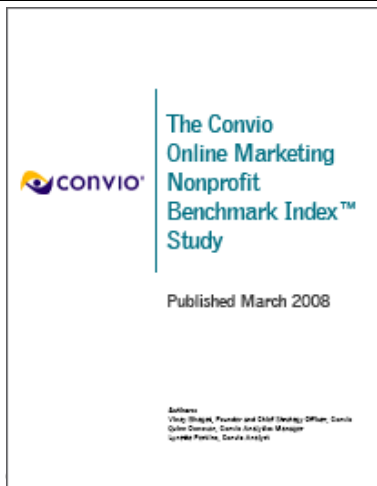
The Convio  
Online Marketing  
Nonprofit  
Benchmark Index™  
Study

Published March 2008

Authors:  
Steve Shapiro, Founder and Chief Strategy Officer, Convio  
Galen Coleman, Convio Analysts Manager  
Lynette Perrine, Convio Analyst

# Convio Go! Expert Webinars

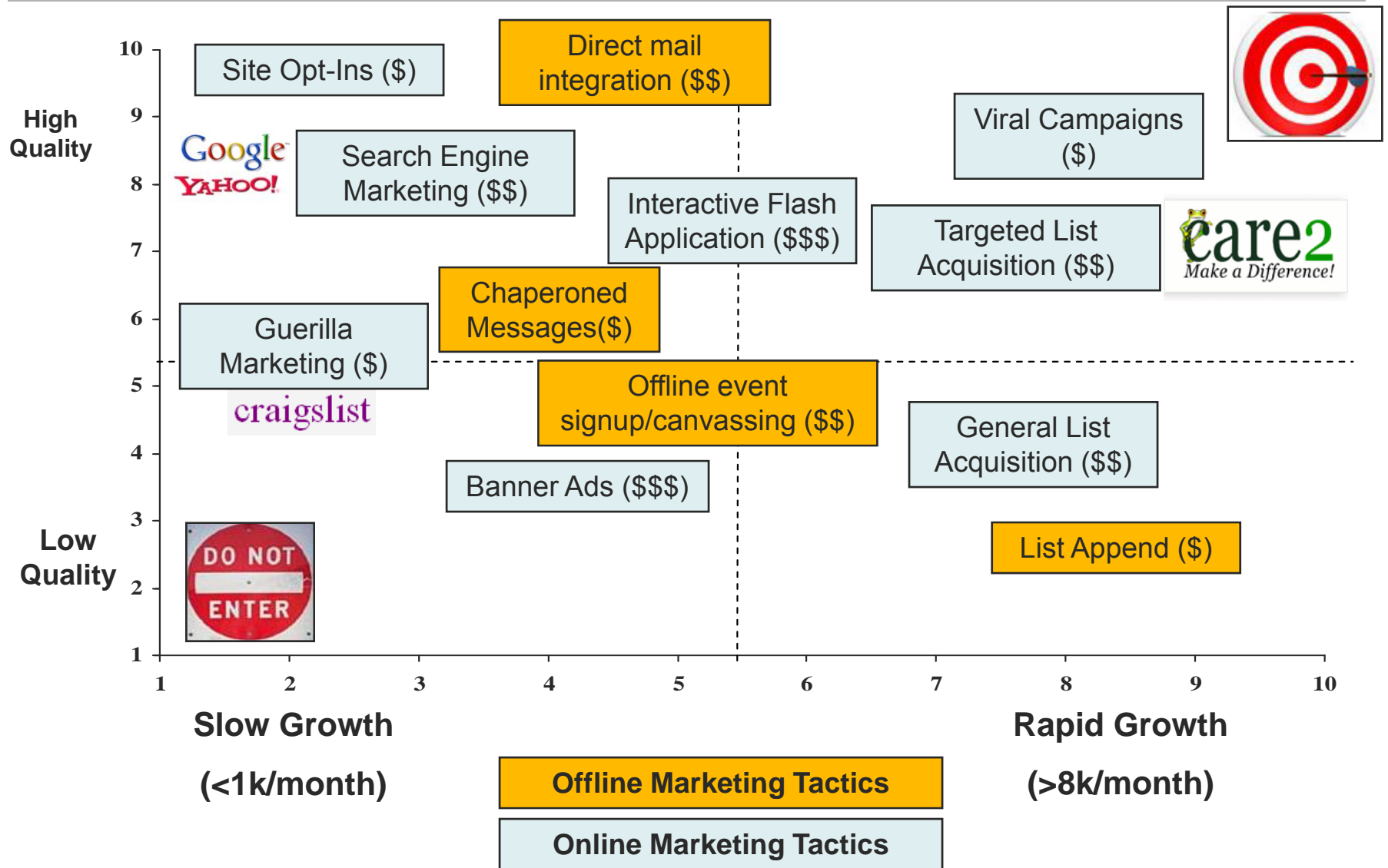
Email File Size	# in Panel	Amount Raised
<10,000	95	\$47,039
10,001–25,000	74	\$115,685
25,001–50,000	58	\$144,547
50,001–100,000	42	\$416,571
100,001–250,000	35	\$680,587
250,001+	23	\$732,829
<b>Total</b>	<b>327</b>	



- Webinars highlight industry data and trends
- Download the study:

[convio.com/resources](http://convio.com/resources)

# Housefile Building Options *can be overwhelming*







# Our Proven 4-Part Plan

Q1

Site Configuration  
& Welcome Series  
Launch

Q2

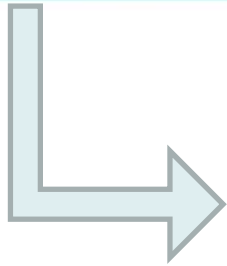
Spring Fundraising  
Campaign

Q3

Housefile Building  
Campaign

Q4

Year-end  
Campaign



- **Convio Go!** leverages your website to maximize housefile growth



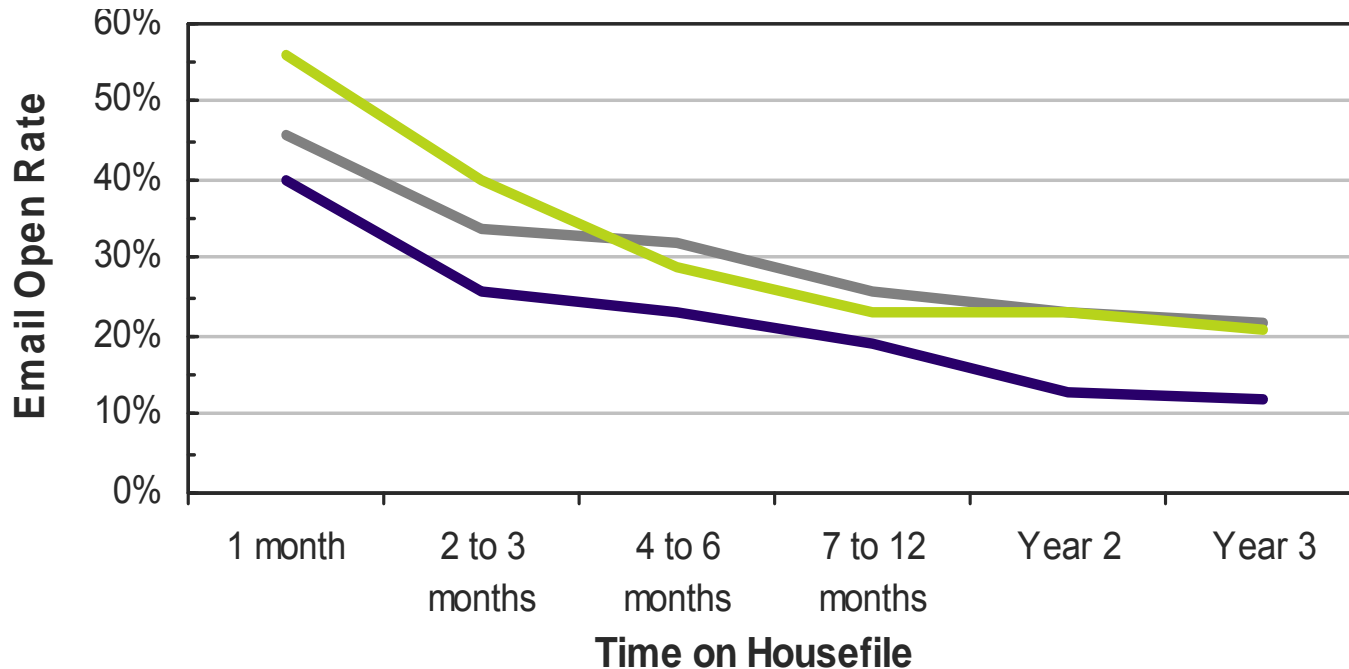
# Website Sign-Ups are High Quality

The screenshot shows the homepage of America's Second Harvest of Wisconsin. The header includes the organization's name and logo, along with a navigation menu: About Us | Virtual Tours | How You Can Help | Agency Info | News | Employment | Donate Now! Below the header is a banner for 'Future Events' with a 'Learn More' link. The main content area features a large announcement: '100,000 pounds of food donated by Balistreri owned Sendik's Food Market!' with the Sendik's logo and a link to 'read about it'. To the right of this announcement is a 'DONATE' button, a 'REGISTER' button with an email address field and a 'GO' button, and a 'TELL A FRIEND' button. Below the registration buttons is a text box stating 'All food from Second Harvest is distributed to the hungry free of charge' and a logo for 'ONLINE HARVEST.ORG' with the text 'Second Harvest of Wisconsin SUPPORT OUR FOOD DRIVE WITH JUST A CLICK!'. The left sidebar contains a 'BBB ACCREDITED CHARITY' logo and a link to 'Click to check our charity report'. The footer includes a 'SITE MAP' link and copyright information: © 2009 Second Harvest Food Bank of Wisconsin. All rights reserved. Created by Red Anvil, LLC.

- Can a visitor sign-up on your homepage?  
Is it prominent? **Convio Go!** provides the code...

# Convio Go! Consulting Webinars

- Highlight best practices/room for improvement
- E.g. – nonprofits lose access to a stream of new online constituents as time progresses



Source: Analysis of 3 major nonprofits

# Our Proven 4-Part Plan

Q1

Site Configuration  
& Welcome Series  
Launch

Q2

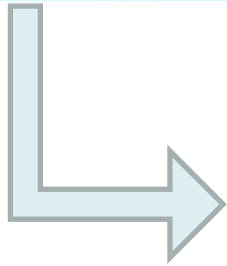
Spring Fundraising  
Campaign

Q3

Housefile Building  
Campaign

Q4


Year-end  
Campaign



- **Convio Go!** leverages your website to maximize housefile growth
- **Convio Go!** will automate a series of welcome messages

# Convio Go! Automated Welcome Series

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



## Welcome

Dear ,

**Thank you for joining us online at the Colorado Children's Chorale!**

This season we are delighted to celebrate the Chorale's 35th Anniversary. Millions of miles, millions of smiles best describes the many years we have toured globally and performed locally.

**There's never been a better time to connect with our organization.**

Having recently performed the world premiere of A Stream of Voices - a musical especially commissioned for children's voices - we begin our anniversary season with much anticipation for what a new decade brings.

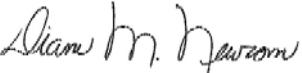
Author, poet and artist John Ruskin once said, "*When love and skill work together, expect a masterpiece.*" The same can be said of the magic that is created every season with our children on stage. There is a genuine passion for what we do with a fierce dedication to artistic excellence at the Colorado Children's Chorale.

As members of the Chorale community, we are first-hand witnesses to the transformation that takes place in these children. The character required to be a performer and to travel as an ambassador demands the best in every Chorale member. These expectations become qualities that play out in school, work, and life.

Though we are a professional children's choir first, many could argue we demonstrate the results of a service organization because of the remarkable young adults these Chorale members become. No matter on what side of the debate you fall, everyone can agree the Colorado Children's Chorale is a worthwhile endeavor.


**I would like to personally thank you in advance for your patronage, your financial support and your time.** Watch for future emails about the different ways you can get involved. We look forward to seeing you at the next concert!

Sincerely,



Executive Director  
Colorado Children's Chorale

[From the desk of](#)



Diane Newcom  
Executive Director

[Donate Now](#)


[Tell A Friend](#)

**Millions of miles, millions of smiles**

Each year, more than 50,000 Coloradans experience a smile-filled Chorale concert

Thousands of people in 41 states like New Mexico, Florida, California, North Dakota, Texas and Massachusetts have shared smiles with Chorale performers

The Chorale has brought smiles to the faces of people in 10 countries including China, France, Scotland and Brazil

POWERED BY 


[Unsubscribe](#) | [Forward to a Friend](#) | [Visit our web site](#)

The Colorado Children's Chorale. © 2008 All rights reserved.

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

# Convio Go! Automates your Welcome Series

- You write up a warm welcome
  - We configure it for automatic delivery to new constituents

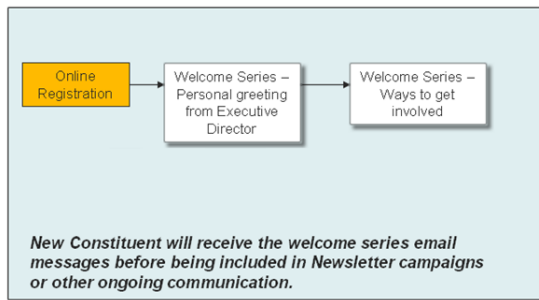
Convio 

**CONVIO GO! WELCOME SERIES EMAIL GUIDE**


<b>Client:</b> [org full name]
<b>Client Convio Short Name:</b> [Convio short name]
<b>This completed form due to Convio by:</b> [specific recurring date]
<b>Sender email address:</b> [org email address]
<b>Sender name:</b> [org name]

**Submission Instructions** – Send this completed form to [gbready@convio.com](mailto:gbready@convio.com). You should receive a confirmation of your submission within one business day. If you do not receive a confirmation, we may not have received your submission (the Internet is not perfect!), so please resubmit. Your subject line should contain your organization's Convio short name, the word "WELCOME", and your content submission deadline. For example: PAYH – WELCOME – 4/11/08. If you submit your newsletter multiple times prior to your deadline, all but your most recent submission will be ignored. **Please note that if you miss your submission deadline, submit an incomplete document, or if the subject line of your email submission does not follow the required format, production of your newsletter could be delayed or canceled.**

The **Welcome Series** email campaign will consist of two emails that are sent to all new constituents who register on your Convio-powered site. As part of your site launch, the Welcome Series email messages will also be sent to all of the contacts that are included in your initial constituent upload. The first of these two emails will be the **Personal Greeting from the Executive Director** of your organization. The second email message will highlight **Ways to get involved** to encourage your online constituents to take additional actions to support your mission.



The above chart shows that the Welcome Series emails will be sent out shortly after they have become a newly registered user on your Convio powered site. Each message of the Welcome Series will be sent out on a recurring basis to ensure that all newly registered users will receive a proper welcome before being included in ongoing communication such as monthly newsletters. In this guide, we would like you to provide Convio with the content for the two emails that will be part of the Welcome Series. Below you should fill in the worksheet with the content for each part of these two emails.

Convio 

**CONVIO GO! WELCOME SERIES EMAIL GUIDE**

<b>PERSONAL GREETING SUBJECT LINE</b>	
<b>Requirements</b> 55 Characters or less (approximately 9 words)	<b>Best Practices – Subject Line</b> The subject line will be the first part of the email that your readers see. Think about what impression you would like to give them when they see the message in their inbox.
[enter your subject line here]	Some examples: <ul style="list-style-type: none"> <li>Welcome to AHS Online</li> <li>Strengthening Our Connection to You</li> <li>Org Name   We Want to Welcome You</li> </ul>
<b>PHOTO OF THE EXECUTIVE DIRECTOR</b>	
<b>Requirements – Photo of Executive Director</b> Max 150 pixels wide, 150 pixels tall – Convio cannot guarantee the resolution and dimensions of images that are not pre-cropped and sized to their final dimensions.	<b>Best Practices – Executive Director Photo</b> Typically the Executive Director photo will be a head shot photograph of the Executive Director. If your organization doesn't have a head shot, then consider cropping a photograph that has a good image of your Executive Director. A professional, studio photo projects a more polished or serious brand. An informal photo in a context that conveys your mission (outdoors, at a service facility) can project a more youthful or casual brand.
Executive Director Photo: [attach to email and add name of image file here]	
<b>PERSONAL GREETING CONTENT</b>	
<b>Requirements – Article Content</b> <b>Excerpt format:</b> 400 words or less	<b>Best Practices – Welcome Letter Content</b> The content for this letter should be a personal note from the Executive Director, announcing the new online initiatives that your organization is planning. This letter will begin to build interest in the types of communication that your constituents can expect to receive from you in the future. This letter should be written in the first person in the voice of your Executive Director*. It should convey warmth and a personal interest in the supporters who are reading this letter. You want to entice your constituents to keep their eyes open and ready for the next email that will come from your organization. If you find yourself hunting for topics, try highlighting your past successes and then pull attention to your organization's efforts to grow.
[enter content here]	*Alternately, the voice for this message can be a well-known spokesperson or public figure that strongly supports the organization.

# Client: Oklahoma Medical Research Foundation

OMRF is located in Oklahoma City and is one of the nation's oldest and most respected nonprofit biomedical research institutes.

- Online team includes marketing, development, & DBA
- Robust online giving with 4-5 years experience using a donate button & form
- Had never previously collected email addresses from donors

**OMRF** | [Learn About our Tax Credit>>](#) | [Make a gift online>>](#)

[Research](#) | [Core Facilities](#) | [Patient Studies](#) | [Tech Transfer](#) | [Seminars](#) | [Intranet](#) | [Jobs](#) | [Search](#) | [Contact Us](#) | [Ways To Give](#) | [HOME](#)

DISCOVERIES  
that make a  
**DIFFERENCE**

**What is OMRF?**

- Disease research
- Meet our scientists
- Education
- A year at OMRF
- Our history
- OMRF Interactive

**OMRF News**

**OMRF offers unique benefit to employees** | In today's workplace, insurance and retirement benefits are expected. Health insurance, dental and vision plans are commonplace as well. But at the Oklahoma Medical Research Foundation, employees and their families can take advantage of a unique employee benefit—a breast cancer risk assessment test. [More>>](#)

**OMRF offers scholarships for state science teachers** | The Oklahoma Medical Research Foundation is offering scholarships for Oklahoma science teachers to participate in OMRF's 2009 Foundation Scholar Program. [More>>](#)

**OMRF Stories**

**Prayers Answered**  
For a pair of Oklahomans facing a life-threatening disease, hope was ever closer than they ever imagined. [▶](#)

**The Giver**  
A fortune made in the oil patch was just a means to an end for Jim Chapman. [▶](#)

**Bon Appetit**  
Two widows fight back against Alzheimer's disease with ... chicken and noodles? [▶](#)

**Featured Scientist**  
Robert A. Floyd, Ph.D.

**Hiding in Plain Sight: OMRF researchers discover rogue immune cells in healthy adults** | A new study from OMRF has discovered that lurking in the bodies even of healthy people are numerous rogue immune cells, the cause of rheumatoid arthritis and a host of other diseases. [More>>](#)

**Newsroom**

[OMRF Privacy Statement](#) | [Terms of Use](#)

[Questions or comments about our website](#)



# OMRF Welcomes New Constituents

## Phased Registration

### Email Capture

**eNEWSLETTER SIGN-UP »**

Patrick Hansen  
 phansen@convio.com  
 78723

## Profiling Questions

**OMRF Registration**

Please provide your contact information below. Providing additional information helps us keep our records accurate. (\*) = Required field(s)

Title:

First Name:

Last Name:

Address:

City:

State:

Postal Code:

Phone Number:

Yes, I would like to receive an e-mail from Oklahoma Medical Research Foundation

Yes, I would like to receive postal mail from Oklahoma Medical Research Foundation

© 2008 Oklahoma Medical Research Foundation. All Rights Reserved. [Privacy Policy](#)

## Viral Sharing

**OMRF Thank you for registering, now tell a friend!**

\* Requirements:

Your Name:  Last:

Your Email:

Yes, I would like to receive periodic email updates

Send To:

Message:

© 2008 Oklahoma Medical Research Foundation. All Rights Reserved. [Privacy Policy](#)

## Two-Part Welcome Series

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

**OMRF DISCOVERIES THAT MAKE A DIFFERENCE WELCOME**

Dear System,

Thank you for joining the Oklahoma Medical Research Foundation's online community. Since 1946, OMRF has stood on the forefront of biomedical research in the United States. I'm excited to announce that we now are bringing this cutting-edge approach to our online communications.


In the coming months, you'll receive more information via e-mail about our discoveries and how they affect your life and the lives of your loved ones. We'll also bring you news of other exciting new tools on our website.

But to start with, I want to give you an idea how important OMRF is to our great state and to the health and well-being of millions around the world.

OMRF scientists have made tremendous strides in the fight against disease. Already, **three medications have been approved** by the Food and Drug Administration for use in patients, and these therapies are currently on the market in the U.S. and around the world. A drug developed at OMRF to treat **Alzheimer's Disease** is entering Phase II clinical trials. Research by OMRF scientists was instrumental in the development of a genetic test to **predict a woman's risk of developing breast cancer**. And using state-of-the-art imaging techniques, our scientists have developed a **new compound for treating glioblastomas**, the most aggressive and deadly form of brain cancer.

By pushing the boundaries of biomedical science every day, our researchers are helping to win the war against human disease, one discovery at a time.

Welcome to the fight.

Sincerely,  
  
 Stephen M. Prescott, M.D.  
 President, OMRF  
 Discoveries that Make A Difference

Create a meaningful tribute  
 Create a Tribute Page to honor someone you love, celebrate a special occasion, or share your fight against disease. [Get started](#)

Member Tools | Contact Us | Friend | Visit Our Web Site

POWERED BY CONVIO

Oklahoma Medical Research Foundation | 805 N.E. 13th Street  
 Oklahoma City, Oklahoma 73104  
 OMRF © 2008 All rights reserved.

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

**OMRF DISCOVERIES THAT MAKE A DIFFERENCE WELCOME**

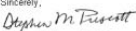
Dear Patrick,

You recently signed up to become part of OMRF's online community. In the coming months, you'll receive more information via e-mail about our discoveries and how they affect your life and the lives of your loved ones. We'll also bring you news of other exciting new tools on our Web site.

But right now I want to let you know about the simple ways you can get involved or learn more about our research today:

- Read about the latest research findings in our [News Room](#)
- Find more information about a particular area of [disease research](#)
- Watch a [video](#) about some of our recent projects and how the science applies to your life
- Blog: read OMRF's two official blogs - [Gregginda](#) and [Body Work](#) - and leave your own comments
- Suggest medical research with a [donation](#) or [memorial gift](#)
- Spread the word to your [friends](#) and [family](#) about the important work being done in OMRF's labs

Thank you again for your interest in medical research and OMRF. However you choose to get involved with us, we look forward to working with you to continue to make "discoveries that make a difference."

Sincerely,  
  
 Stephen M. Prescott, M.D.  
 President, OMRF  
 Discoveries that Make A Difference

Create a meaningful tribute  
 Create a Tribute Page to honor someone you love, celebrate a special occasion, or share your fight against disease. [Get started](#)

Member Tools | Contact Us | Friend | Visit Our Web Site

POWERED BY CONVIO

Oklahoma Medical Research Foundation | 805 N.E. 13th Street  
 Oklahoma City, Oklahoma 73104  
 OMRF © 2008 All rights reserved.

# Results - Oklahoma Medical Research Foundation -

- Joined **Convio Go!** September 2008:
  - ▶ Began Welcome Series in October

acquired a major gift in response to Welcome Series

- Launched best-practice donation form and Convio Personal Fundraising, raising more online in Q4 of 2008 than in entire previous fiscal year

**OMRF** [Learn About our Tax Credit >>](#) [Make a gift online >>](#)

Research | Core Facilities | Patient Studies | Tech Transfer | Seminars | Intranet | Jobs | Search | Contact Us | Ways To Give **HOME**

### Support Medical Research at OMRF

The scientists at OMRF have played a significant role in uncovering clues to the origins of human disease. Their discoveries are helping lead the way in the fight against cancer, heart disease, stroke, lupus and other diseases that plague humankind. Your gifts to OMRF make these advancements and discoveries possible.

All gifts to OMRF are tax deductible to the extent allowed by law. **One hundred percent of your gift supports research.** Oklahoma taxpayers are eligible for a state income tax credit equal to half the amount of their donation to OMRF, up to certain amounts (click [here](#) for details). For the 4th year in a row, OMRF has been awarded a four-star rating from Charly Navigator.

**Verified Secure**  
ABOUT OUR CERTIFICATE

\* = Required fields

**Gift Information**

Given By:

\*Enter A Gift Amount:

\$4,000.00  
 \$2,000.00  
 \$500.00  
 \$100.00  
 \$50.00  
 Enter an Amount

Yes, automatically repeat this gift every month.

Designated Gifts:

If you would like to make multiple program designations for your gift, [please click here.](#)

**Tribute Information (optional)**

Make a gift in memory or honor of  Yes, this is an honor or memorial gift.  
a friend or loved one.

**Billing Information**

Title:

\*First Name:

Middle Name:

\*Last Name:

Suffix:

\*Street 1:

Street 2:

\*City:

\*State/Province:

\*ZIP/Postal Code:

Country:

\*Email Address:

Yes, I would like to receive occasional updates from the Oklahoma Medical Research Foundation.

**Payment Information**

Credit Card Type:

\*Credit Card Number:

\*CVV Number:  [What is this?](#)

\*Expiration Date:

**Additional Instructions and Comments**

Please enter comments here:

How did you find out about our online giving program?

If other, please describe:

Yes, I would like to make this donation anonymously.



# Our Proven 4-Part Plan

Q1

Site Configuration  
& Welcome Series  
Launch

Q2

Spring Fundraising  
Campaign

Q3

Housefile Building  
Campaign

Q4

Year-end  
Campaign

- **Convio Go!** will guide you in launching a creative housefile building campaign

# Convio Go! Build your Housefile

- Together we'll develop a compelling reason for the public to sign-up
  - For best results, integrate the campaign with offline efforts

Convio

CONVIO GO! GIVE-AWAY CAMPAIGN GUIDE

Client: [org full name]

Client Convio Short Name: [Convio short name]

Sender email address: [org email address – "out of office" and other replies will go to this address]

Sender name: [Name of Executive Director or "voice" for this campaign]

Submission instructions – Send this completed form to [adrian@convio.com](mailto:adrian@convio.com). You should receive a confirmation of your submission within one business day. If you do not receive a confirmation, we may not have received your submission (the Internet is not perfect!), so please resubmit. Your subject line should contain your organization's Convio short name and the word "HOUSEFILE BUILDING". For example: AHS – HOUSEFILE BUILDING. If you submit your completed housefile building guide multiple times prior to your deadline, all but your most recent submission will be ignored. **Please note that if you miss your submission deadline, submit an incomplete document, or if the subject line of your email submission does not follow the required format, production of your campaign could be delayed or canceled.**

## OBJECTIVE/OVERVIEW

The objective of this **Housefile Building Campaign** is to share an opportunity to win an incentive item via an online give-away. The focus of this campaign is viral **housefile** growth. Brand awareness, promotion of your mission, and raising funds are secondary goals.

## VIRAL INCENTIVE STRUCTURE

Constituents who participate in this campaign can "earn" entries to win the incentive we're offering. Convio will automatically track and tally the number of entries each constituent has earned. Constituents can increase their number of entries in the give-away, and therefore their odds of winning, according to the following incentive structure:

1. One initial entry just for updating or providing their complete contact information.
2. Additional entries for inviting others to enter into the drawing. (1 entry for every eCard sent)

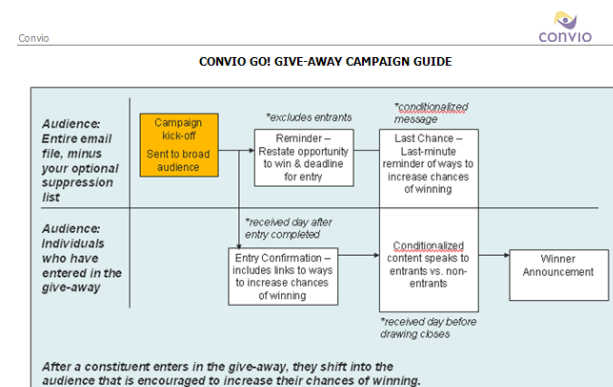
## CAMPAIGN DESIGN

This campaign will include:

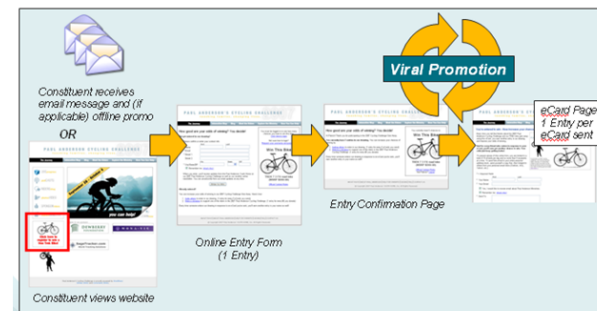
- Four Email Campaign Messages
- A campaign promotion on your website homepage
- A promotional item or opportunity that we are giving away as an incentive

This guide collects all the content needed to build this campaign.

The below chart shows the email messages we will send as part of this campaign. The first message will be sent to all of your contacts in Constituent360 (excluding email opt-outs and, if provided, your optional suppression list). Subsequent messages are determined by the status of each constituent. If a constituent enters in the give-away drawing, they will be shifted to the audience which is reminded about how to improve their chances of winning.



We will use the email content or general description and narrative you provide in this document as the basis for building these emails and the following web interaction flow:



# Client: Gillette Children's Foundation

Gillette Children's Foundation builds awareness and support for Gillette Children's Specialty Healthcare

- One staff member to support online activities part-time
- Had never communicated with donors by email
- <2,000 email addresses
- <\$25,000 raised online annually

The screenshot shows the website for Gillette Children's Specialty Healthcare. At the top, there is a navigation bar with links for Home, About Us, Clinical Services, Support Us, Job Opportunities, Resource Center, and Coming to Gillette. Below the navigation bar is a hero image of a young boy with a quote: "Being able to come to one place where everyone works together is so important." A callout box on the right side of the page highlights the Gillette Children's Specialty Healthcare logo. Below the hero image is a 'Quick Links' section. The main content area includes a 'Centers of Excellence' section with links to various centers, a 'MedicalArticles' section with a 'Most Read' and 'Newly Added' filter, and a 'GetInvolved' section with links to 'Opportunities', 'Physician Recruitment', and 'Medical Education'. The footer contains copyright information and additional navigation links.

# Gillette Children's Gala Ticket Give-Away

- Part of a integrated campaign to promote Gillette's annual event
- Included chaperoned messages to a large partner list
- eCard tracking of give-away entries

The screenshot shows the Gillette Children's Foundation website. At the top, there is a navigation bar with links for HOME, ABOUT US, PROGRAMS AND SERVICES, FOUNDATION, JOB OPPORTUNITIES, RESOURCE CENTER, and COMING TO GILLETTE. A search bar is also present. Below the navigation bar is a banner image of a young boy smiling, with the word "Foundation" written in the top right corner. On the left side, there is a sidebar titled "IN THIS SECTION" with a list of links: Annual Report, Contact Foundation, Children's Miracle Network, Donor Bill of Rights, Events, Funds, Planned Giving, Volunteering, Donate Now, and Matching Gifts. The main content area features a registration form titled "Not yet entered in our drawing?". The form asks for contact information: First Name, Last Name, Email, Street 1, Street 2, City, State / Province (a dropdown menu), and ZIP / Postal Code. There is an "Enter to win!" button. To the right of the form is a box with the text "WIN 2 TICKETS" and "Enter our FREE drawing! Win tickets to our GALA to see Wicked at the Orpheum Theatre Sunday, December 7, 2008". Below this box is a link to "Official Contest Rules". At the bottom of the page, there is a footer with the Gillette Children's logo, copyright information (© 2003 - 2007 All Rights Reserved), and a list of links: Home, About Us, Programs & Services, Foundation, Job Opportunities, Resource Center, Coming to Gillette, Webmaster, Legal Notices, Privacy Policy, and Contact. A "POWERED BY CONVIO" logo is in the bottom right corner.

for Patients & Families | for Health-Care Providers | for Donors Search:  Contact | Site Map

Gillette Children's  
Specialty Healthcare

HOME ABOUT US PROGRAMS AND SERVICES FOUNDATION JOB OPPORTUNITIES RESOURCE CENTER COMING TO GILLETTE

Foundation

**IN THIS SECTION**

- Annual Report
- Contact Foundation
- Children's Miracle Network
- Donor Bill of Rights
- Events
- Funds
- Planned Giving
- Volunteering
- Donate Now
- Matching Gifts

**Not yet entered in our drawing?**

Please confirm your contact information:

- \* First Name:
- \* Last Name:
- \* Email:
- \* Street 1:
- Street 2:
- \* City:
- \* State / Province:
- \* ZIP / Postal Code:

When you enter, you'll receive updates from the Gillette Children's Foundation as well as our online newsletter. You can unsubscribe from our email updates at any time.

**Already entered?**

You can increase your odds of winning in our 2008 Gala Give Away. Here's how:

Invite others to enter in our drawing. (1 entry for every 5 eCards you send)

Every time someone enters our drawing in response to an eCard you've sent, you'll earn another entry in your name as well!

You must be logged in to see how many chances you have to win.  
[Click here to login](#)  
Not sure how to login?  
[Request your username and password](#)

**WIN 2 TICKETS**

Enter our FREE drawing!  
Win tickets to our GALA to see Wicked at the Orpheum Theatre Sunday, December 7, 2008

Official Contest Rules

Gillette Children's  
Specialty Healthcare

HOME ABOUT US PROGRAMS & SERVICES FOUNDATION JOB OPPORTUNITIES RESOURCE CENTER COMING TO GILLETTE

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Webmaster Legal Notices Privacy Policy Contact

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CONVIO

# Gillette Children's Gala Ticket Give-Away

## Kick-off Message

## Reminder

## Last-Chance

## Winner


Enter to win two tickets to Wicked at the Orpheum Theater

Just 17 days left to win tickets to Wicked

Last chance to win two tickets to Wicked at the Orpheum Theater

And the winner is

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



**24th Annual Friends of Gillette Gala Event**

Dear System,

As a member of our online community, we have a special invitation just for you. Right now, you can enter to win two FREE tickets to our 24th annual Friends of Gillette benefit event. [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 us promote this event and taking action to help children with disabilities.


The winner of our online give-away will receive two FREE tickets to the 24th Annual Friends of Gillette event on December 7, 2008, including a wickedly delicious Hors d'oeuvres reception catered by The Capital Grille, and silent auction at LaSalle Plaza. Immediately following, guests will enjoy a performance of one of the hottest Broadway shows in town, **Wicked, the untold story of the witches of Oz**, at the Orpheum Theater.

100% of the proceeds from this evening's activities will go to provide care for children at Gillette.

[Enter in our free drawing.](#)

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

Sincerely,




Margaret E. Perryman  
President/CEO

PS. 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.](#)

UNLOCKED | FORWARD TO A FRIEND | VISIT OUR WEB SITE  
200 East University Avenue  
St. Paul, Minnesota 55101  
Gillette Children's Foundation © 2008 All rights reserved.

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



**24th Annual Friends of Gillette Gala Event**


Dear System,

Don't miss your chance to win two tickets to the 24th annual Friends of Gillette Benefit, a performance of **Wicked, the untold story of the witches of Oz**. There are only 17 days left to enter - we'll pick our winner on November 7!

Entry into our Give-Away is free and only available online. [Visit our Give-Away page](#) to enter in our drawing.

The 24th Annual Friends of Gillette gala event will take place on December 7, 2008, including a wickedly delicious Hors d'oeuvres reception catered by The Capital Grille, and silent auction at LaSalle Plaza. Immediately following, guests will enjoy a performance of one of the hottest Broadway shows in town, **Wicked, the untold story of the witches of Oz**, at the Orpheum Theater.

Sincerely,




Margaret E. Perryman  
President/CEO

PS. 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.](#)

UNLOCKED | FORWARD TO A FRIEND | VISIT OUR WEB SITE  
200 East University Avenue  
St. Paul, Minnesota 55101  
Gillette Children's Foundation © 2008 All rights reserved.

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



**24th Annual Friends of Gillette Gala Event**

Dear System,

This is your LAST chance to win tickets to **Wicked, the untold story of the witches of Oz**. Today is your last day to enter - we'll pick our winner tomorrow!

Entry into our Give-Away is free and only available online. [Visit our Give-Away page](#) to enter in our drawing.


Once you've entered, you can improve your chances of winning by helping us promote this event growing our community of supporters, volunteers and advocates.

The winner in our drawing will receive two FREE tickets to the 24th Annual Friends of Gillette benefit event on December 7, 2008, including a wickedly delicious Hors d'oeuvres reception catered by The Capital Grille, and silent auction at LaSalle Plaza. Immediately following, guests will enjoy a performance of one of the hottest Broadway shows in town, **Wicked, the untold story of the witches of Oz** at the Orpheum Theater.

[Enter in our free drawing.](#)

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

Sincerely,



Margaret E. Perryman  
President/CEO

PS. 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.](#)

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St. Paul, Minnesota 55101  
Gillette Children's Foundation © 2008 All rights reserved.

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



**24th Annual Friends of Gillette Gala Event**

Dear System,

We're pleased to announce that Anne Schook from Shakopee, MN has won the 24th annual Friends of Gillette benefit event tickets!

We are so grateful for your participation in the Give-Away and your help spreading the word about our 2008 Gala.

When you help us bring the mission of Gillette to others, the real winners are the children, teens and young adults we serve on a daily basis.

Thank you for playing a critical role in our ability to change the lives of people living with disabilities.

Sincerely,



Margaret E. Perryman  
President/CEO

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200 East University Avenue  
St. Paul, Minnesota 55101  
Gillette Children's Foundation © 2008 All rights reserved.

# Gillette Children's Results

- Joined **Convio Go!** April 2008:
  - ▶ November housefile-building campaign

**grew housefile  
400%**

- Subsequent year-end fundraising raised more online than in entire previous fiscal year
  - ▶ With average gift of \$216



“We chose Convio because they are the market leader, and the tools available in the Go! program have allowed us to significantly speed up the delivery of relevant information to our donors and constituents. If we still relied on our previous methods, it would take us months to get anything done — with Convio, I can have a campaign up and running in less than a business day.”

— Andrew Olsen, Annual Giving Officer  
Gillette Children's Foundation



# Our platform can scale with your growth



**NRAblacklist.com** music: stop play

**Sheryl Crow**  
is on the list

They're all on a **19-page blacklist** of "anti-gun" individuals, including authors, religious organizations, businesses and celebrities compiled by the National Rifle Association. And like many blacklists, the purpose is all too clear: to intimidate and silence anyone who disagrees with the NRA's extremist agenda.

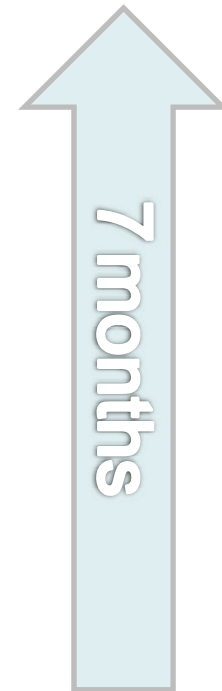
Right now the NRA is frantically shoving dangerous bills through Congress that would make it easier for criminals to get guns. It's time for our political leaders to stand with the American people and stand up to the NRA to stop the flow of illegal guns into our communities.

Join the thousands of others who have added their names to the NRA Blacklist by signing this petition to stop Congress from rolling back sensible gun laws.

to join this honor roll,  
*sign the petition*

160,000

emails on file



40,000  
emails on file



**NRAblacklist.com**

**Sign this petition.**  
Our initial goal was 10,000 people. Then we asked for 25,000, and in less than 2 weeks we were at 50,000. Now we've received 175,000! Please add your name to this petition that we will send to Congress.

First Name:  Last Name:   
E-mail:  Zipcode:

# Convio Go! Program Objectives

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Grow Your Email List



Communicate Regularly



Raise Funds




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**Don't let this describe your  
organization...**

**“I only hear from  
them when they  
want money.” –  
*Annoyed Donor***

# Convio Go! Launch your eNewsletter

- Our eNewsletter template is built on 10 years of consulting and testing best practices
- Convio Go! will deliver a high-quality newsletter once a month



**American Friends of Bar-Ilan University**  
*Academic Excellence and Jewish Heritage*


*In Action*

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**Welcome!**  
We hope you enjoy this first edition of the American Friends of Bar-Ilan University In Action e-newsletter.

This new monthly publication will update you about the exciting developments taking place at BIU and its American Friends division, which increases the awareness of, and support for, the **fastest growing university in Israel**.

**AFBIU Is On the Move**  
We've moved to the web! Check us out at [www.afbiu.org](http://www.afbiu.org) and see our new website featuring the remarkable research and academic achievements of Bar-Ilan University. We've also moved to a new home. Our National Office is now located at 160 East 56th Street in New York City. This beautiful office will provide a wonderful space for meetings and receptions for many years to come.

**NanoNews**  
  
*Construction is underway on one of the largest Nanotechnology Institutes in the world.*

Re-shaping the world at the molecular level is one of the most crucial endeavors facing humankind and Israel today, and it is at the top of Bar-Ilan University's research priority list. With the support of AFBIU, the university is planning to open its \$150 million Nanotechnology Institute next spring making it a major worldwide player in this field. [Read more about BIU's leadership in nanotechnology »](#)

**BIU Professor Tells al-Jazeera Interviewer: "Jerusalem is our forever"**  
  
Mordechai Kedar, Professor of Arabic Studies at BIU, took Israel's public relations battle directly to the Arab airwaves, telling an al-Jazeera interviewer in the strongest terms that "Jerusalem belongs to the Jews...and it is out of the negotiations." [Watch his strong defense of Jewish sovereignty over Jerusalem, seen by over 123,000 YouTube viewers »](#)

**Bar-Ilan Buzz**  
Why are Bar-Ilan University and its American Friends division increasingly in the news? The numbers speak for themselves. BIU now has 33,000 students in its academic community. It has the world's largest Jewish Studies faculty, offering 1,500 courses. In addition, approximately 30% of all university graduates in Israel are alumni of Bar-Ilan, and over 50% of the student body identifies as primarily secular - making Bar-Ilan a leading force for the unifying Israel's religious and secular communities.


**Bar-Ilan Is Expanding in Size and Image**  
The university's Digital Judaica Bookshelf Project called the greatest Jewish literacy effort ever by Israeli President Shimon Peres will make available the works of traditional Jewish culture and the modern Jewish library to people around the world. [Read The Jewish Week of New York article »](#)

---

**Donate Now**

**Tell A Friend**

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POWERED BY 

[Unsubscribe](#) | [Forward to a Friend](#) | [Visit our web site](#)

American Friends of Bar-Ilan University © 2008 All rights reserved.

# Convio Go! Delivers your eNewsletters

- You focus on compelling content that will build constituent relationships
  - While we build, deliver, and report newsletter

Convio 

**CONVIO GO! ONLINE NEWSLETTER WORKSHEET**


**Client:** [org full name]  
**Client Convio Short Name:** [Convio short name]  
**This completed form due to Convio by:** [specific recurring date]  
**Sender email address:** [org email address]  
**Sender name:** [org name]  
**Newsletter name:** [optional – “branded” name for this communication]  
**Submission Instructions** – Send this completed form to [alston@convio.com](mailto:alston@convio.com). You should receive a confirmation of your submission within one business day. If you do not receive a confirmation, we may not have received your submission (the Internet is not perfect!), so please resubmit. Your subject line should contain your organization's Convio short name, the word "NEWSLETTER", and your content submission deadline. For example: PAYH – NEWSLETTER – 4/11/08. If you submit your newsletter multiple times prior to your deadline, all but your most recent submission will be ignored. **Please note that if you miss your submission deadline, submit an incomplete document, or if the subject line of your email submission does not follow the required format, production of your newsletter could be delayed or canceled.**



**General Tips**

- Consider branding your online newsletter. "Monthly Newsletter" is OK, but "AHS Today", "Hunger News Now", "Food for Thought", etc. is much better.
- If you use MS Word to enter your content into this worksheet, you can highlight portions of text, then go to "Tools > Word Count" to let MS Word calculate both the number of characters and the number of words in your highlighted text.

NEWSLETTER SUBJECT LINE	
<b>Requirements</b> 60 Characters or less (approximately 10 words) [enter your subject line here]	<b>Best Practices</b> Think of your online newsletter in layers as your constituents are most likely to experience them. If a constituent only reads the subject line, what would you want him or her to know? Since this is a regular communication, use part of the subject line to help your constituents build familiarity with your newsletter and another part to communicate a "teaser" that is most important or most relevant right now. This "teaser" should tie into either the theme of this edition or a specific article.  Some examples: <ul style="list-style-type: none"> <li>November News: Our top 10 reasons to be thankful</li> <li>Winter Newsletter   Greening up keeps heating costs down</li> <li>Monthly eNews – 2007 Thanksgiving feast sets new record</li> </ul>
<b>IN THIS ISSUE</b> <b>Requirements</b> 300 characters or less (approximately 50 words) [enter your content here]	<b>Best Practices</b> Avoid using this space to summarize your newsletter – your readers will quickly learn to skip this paragraph (or the rest of your newsletter) if this space "says it all". Consider providing more information or a call-to-action directly related to the subject line for this edition. If this is the only paragraph a supporter reads completely, what do you want him or her to know?

2/5/2009 Confidential and Proprietary Page 1

Convio 

NEWSLETTER ARTICLES	
<b>Requirements – Article Headlines</b> 45 characters or less (approximately 7 words)  <b>Requirements – Article Photos</b> .JPG or .GIF format, max 150 pixels wide, 120 pixels tall – Convio cannot guarantee the resolution and dimensions of images that are not pre-cropped and sized to their final dimensions.  <b>Requirements – Article Content</b> <b>Excerpt format:</b> 450 characters or less (approximately 75 words – link to related StoryBuilder article pre-loaded into Convio or other existing web page required) <b>Full-Article format:</b> 600 characters or less (approximately 100 words)	<b>Best Practices – Article Headlines</b> Use brief, compelling headlines that speak as directly to your constituents' interests as possible. Think of these as three separate subject lines. Avoid using headlines that are all about "you" (e.g. "Three new staff members hired this month"). Choose headlines that are more about your constituents (e.g. "Your gifts are helping us grow").  <b>Best Practices – Article Photos</b> Your images should reinforce your organizational branding and provide visual responses to questions like: How do my donations have an impact? Who do my donations serve? What problems do my donations address? Why is this information important to me? Stories that are written in the first person or that come from a specific source (staff member, program participant, etc.) should include an image of that person to make the voice more personal.
<b>Article Headline #1:</b> [enter article headline #1 here] <b>Article Photo #1:</b> [optional – attach to email and add name of image file here] <b>Article Link #1:</b> [optional – URL pointing to the full article or additional, related information]	Be conscious of image quality! An image that is low-resolution, too small, and/or pixelated will look unprofessional in your newsletter. Convio cannot improve the quality of the images you submit. For example:  Good image                      Unusable Image  
<b>Article Headline #2:</b> [enter article headline #2 here] <b>Article Photo #2:</b> [optional – attach to email and add name of image file here] <b>Article Link #2:</b> [optional – URL pointing to the full article or additional, related information]	<b>Best Practices – Article Content</b> Success stories written by or about someone who is a compelling "voice" for your organization are a great way to connect your constituents with the impact their support makes possible. Other high-value content provides information, tips, and reminders that constituents can make immediate use of in their own lives or in furthering your mission. Choosing article topics and content that is seasonal or otherwise timely will help keep your constituents engaged over time. Give priority to articles related to an issue in the news or a recent emergency to which your organization responded – that "general interest" article you had planned should be held in reserve until next time if something more timely and relevant comes up.
<b>Article Headline #3:</b> [enter article headline #3 here] <b>Article Photo #3:</b> [optional – attach to email and add name of image file here] <b>Article Link #3:</b> [optional – URL pointing to the full article or additional, related information]	[enter article #3 content here]

2/5/2009 Confidential and Proprietary Page 2

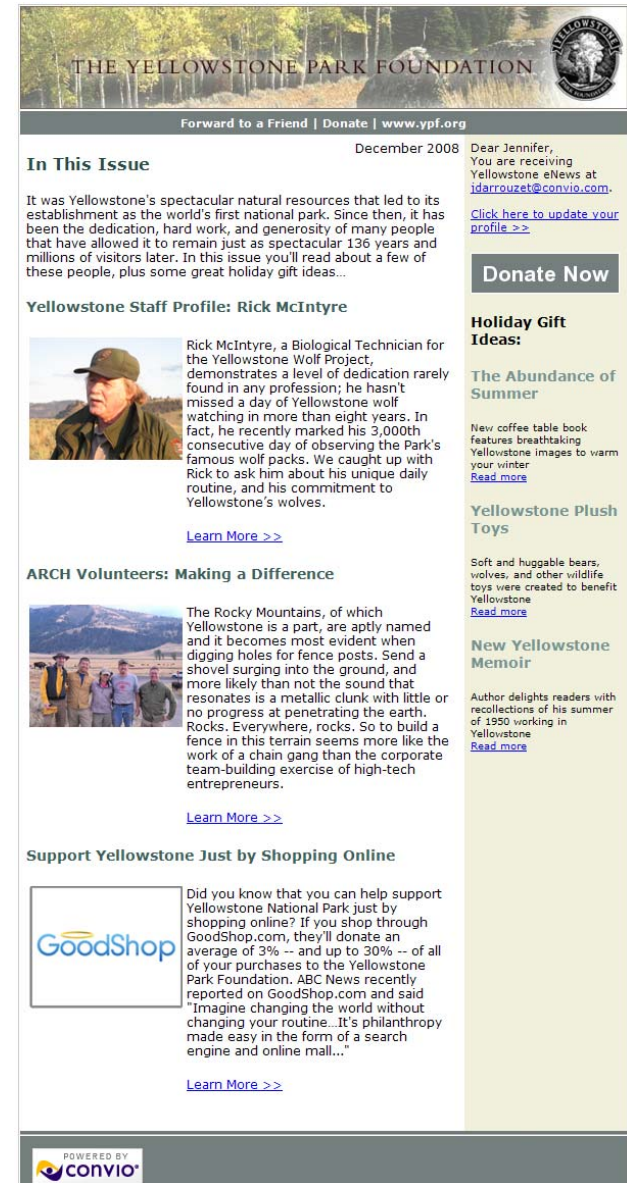
# Client: Yellowstone Park Foundation

- Joined **Convio Go!** January 2008:
  - ▶ Launched inaugural eNewsletter in April

paid off 3-year  
technology  
investment before  
year end

“The highly-structured, best practices approach of the Convio Go! program gives us the confidence we need to make this key investment. The whole premise of the program is a detailed, proven plan with expert assistance in executing this plan. This low-risk approach is very appealing.”

- Christine Gianas Weinheimer, Director of Communications  
Yellowstone Park Foundation



The screenshot shows the top portion of an eNewsletter. At the top is a banner image of a forest with the text "THE YELLOWSTONE PARK FOUNDATION" and a logo on the right. Below the banner is a navigation bar with links: "Forward to a Friend | Donate | www.ypf.org". The main content area is divided into several sections:

- In This Issue** (December 2008): A short introductory paragraph about Yellowstone's resources and a link to update the profile.
- Yellowstone Staff Profile: Rick McIntyre**: Includes a photo of Rick McIntyre and a text block describing his role as a Biological Technician for the Yellowstone Wolf Project, followed by a "Learn More >>" link.
- ARCH Volunteers: Making a Difference**: Includes a photo of volunteers and a text block about the Rocky Mountains, followed by a "Learn More >>" link.
- Support Yellowstone Just by Shopping Online**: Includes the GoodShop logo and a text block explaining how shopping online supports the foundation, followed by a "Learn More >>" link.

On the right side of the newsletter, there are several vertical links and sections:

- Donate Now**: A prominent button.
- Holiday Gift Ideas:** A section with a link to "The Abundance of Summer".
- Yellowstone Plush Toys**: A section with a link to "Soft and huggable bears, wolves, and other wildlife toys were created to benefit Yellowstone".
- New Yellowstone Memoir**: A section with a link to "Author delights readers with recollections of his summer of 1950 working in Yellowstone".

At the bottom of the newsletter is a "POWERED BY CONVIO" logo.

# Convio Go! Program Objectives

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Grow Your Email List



Communicate Regularly

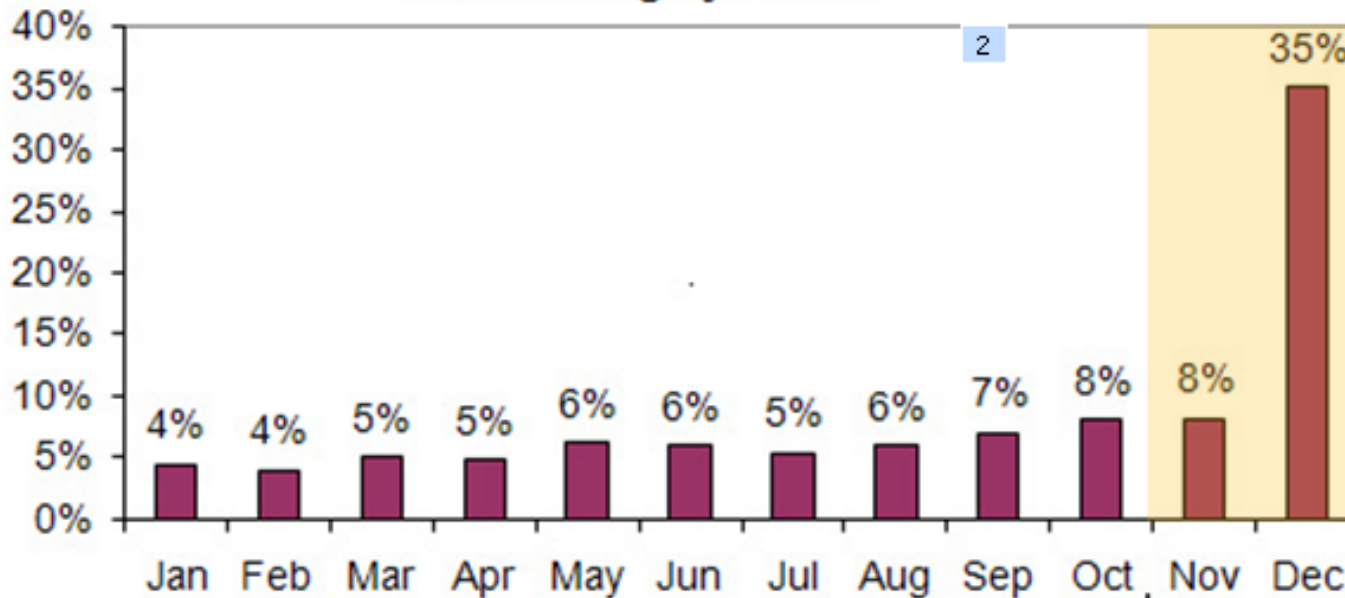


Raise Funds



# Convio Go! Consulting Webinars

## Fundraising by Month



1

83% of calendar year accounts for 57% of total online fundraising

November and December account for 43% of total online fundraising

Source: Convio analysis of accounts during 2006 and 2007

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# Our Proven 4-Part Plan

Q1

Site Configuration  
& Welcome Series  
Launch

Q2

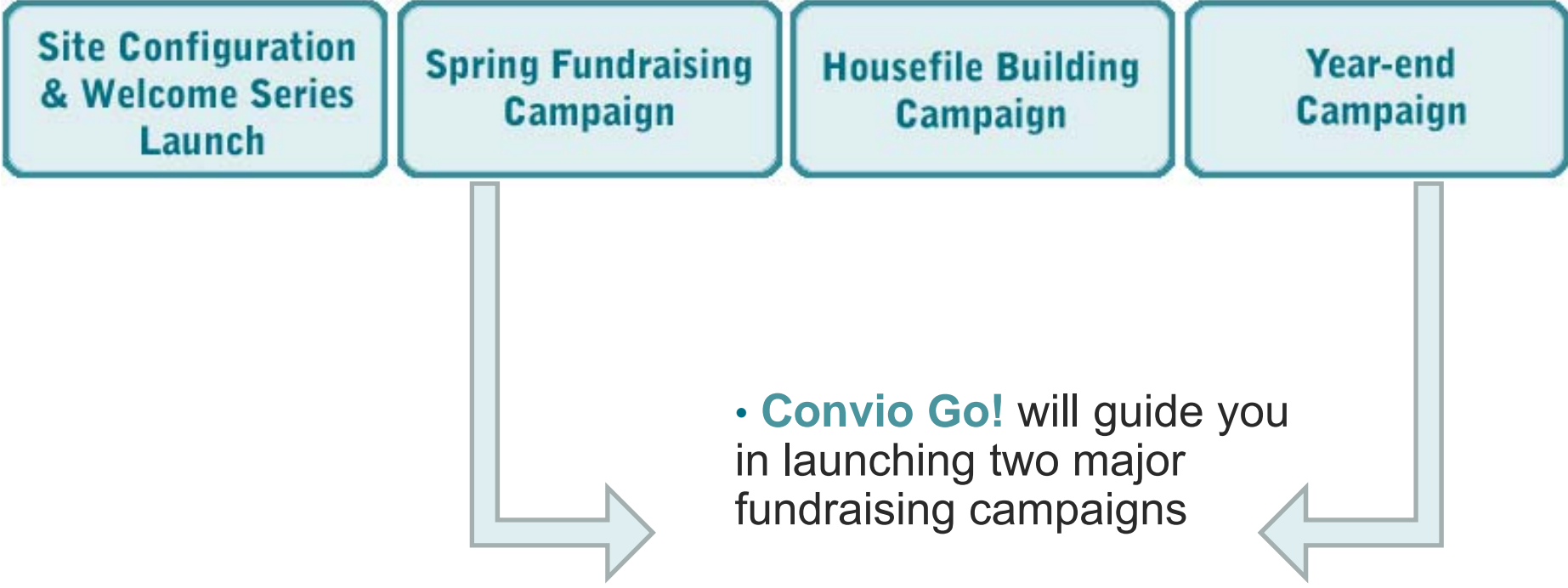
Spring Fundraising  
Campaign

Q3

Housefile Building  
Campaign

Q4


Year-end  
Campaign



• **Convio Go!** will guide you  
in launching two major  
fundraising campaigns

# Convio Go! Includes 2 Fundraisers

- You focus again on the content
  - ▶ We focus on the best-practice appeal series

Convio 

**CONVIO GO! YEAR-END CAMPAIGN GUIDE**

<b>Client:</b> [org full name]
<b>Client Convio Short Name:</b> [Convio short name]
<b>This completed form due to Convio by:</b> ADD DATE
<b>Sender email address:</b> [org email address – "out of office" and other replies will be sent to this address]
<b>Sender name:</b> [Name of Executive Director or "Voice" for this campaign]
<b>Submission instructions</b> – Send this completed form to <a href="mailto:alemonn@convio.com">alemonn@convio.com</a> . You should receive a confirmation of your submission within one business day. If you do not receive a confirmation, we may not have received your submission (the Internet is not perfect), so please resubmit. Your subject line should contain your organization's Convio short name and the words "YEAR-END CAMPAIGN". For example: "AHS – YEAR-END CAMPAIGN". If you submit your year-end campaign worksheet multiple times prior to your deadline, all but your most recent submission will be ignored. <b>Please note that if you miss your submission deadline, submit an incomplete document, or if the subject line of your email submission does not follow the required format, production of your Year-End Campaign could be delayed or canceled.</b>
<b>Please allow ten business days from the date of your submission for Convio staff to process, build, and test your campaign based on the content you provide</b>

**OBJECTIVE/OVERVIEW**

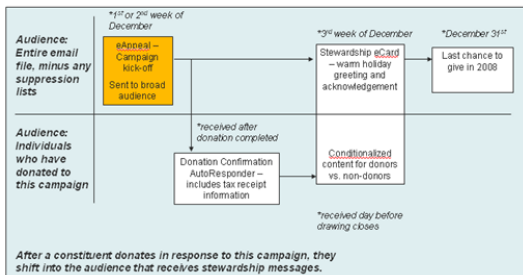
The objective of this **Year-End Campaign** is primarily to raise funds with secondary goals of stewardship and generally keeping your organization top-of-mind with your constituents during the holidays.


**CAMPAIGN DESIGN**

This campaign will include:

- Two Email Appeal Messages
- One Email Stewardship Message
- A campaign promotion on your website homepage

This guide collects all the content needed to build this campaign. The diagram below shows the email messages that will be sent out as part of the Year-End Campaign. The first message will be sent to all of your contacts in Constituent360 (excluding email opt-outs and, if provided, your suppression list). The last chance appeal will only be sent to those who have not yet donated to this campaign. If a constituent makes an online gift to this campaign, they subsequently receive only thank you and stewardship messages.



Convio 

**CONVIO GO! YEAR-END CAMPAIGN GUIDE – REQUIRED CONTENT**

If you would like us to build your entire campaign using a minimal amount of required information, please provide:

**CAMPAIGN THEME**

*Requirements*  
Describe, in your own words, the theme of this campaign. The best campaign themes are short, to the point, and can be expressed in a single sentence. This theme should be easily woven through your entire campaign, including subject lines, calls to action, and campaign images. If you already have an offline fundraising campaign planned for year-end, you should consider using the same theme so that your online campaign complements your offline activities. Some examples:

- "Make them cry this Christmas" – a year-end campaign by the Paul Anderson Youth Home to promote their fundraising onions, hot sauces, and giving in general over the holidays.
- "Spread Joy to the World" – a year-end campaign by Riverwalk Jazz to promote support for their online jazz programs as a way to bring an appreciation for classic jazz to an international audience
- "Bring light into a senior's life this Chanukah" – a holiday campaign by DOROT to remind their constituents about the need to visit and support the homebound elderly during Chanukah

[Enter your Theme Here]

**CAMPAIGN NARRATIVE**

*Requirements*  
Describe, in your own words, the story you'd like to tell your constituents in the course of this campaign. Keep in mind that your campaign will have multiple email messages and should convey a beginning (launch), middle (stewardship) and end (last chance to give in 2009). Unless you write out each message for us in the "optional content" section, we will use portions of the text you provide to create your actual email messages and related content. Please answer questions like:

- What is the most compelling need your organization will address during the holidays?
- What is the most moving personal story you'd like to share about the work you're doing?
- What is happening *right now* or what will happen in *December* to make this campaign timely?
- What is the impact you hope to have in the coming year?

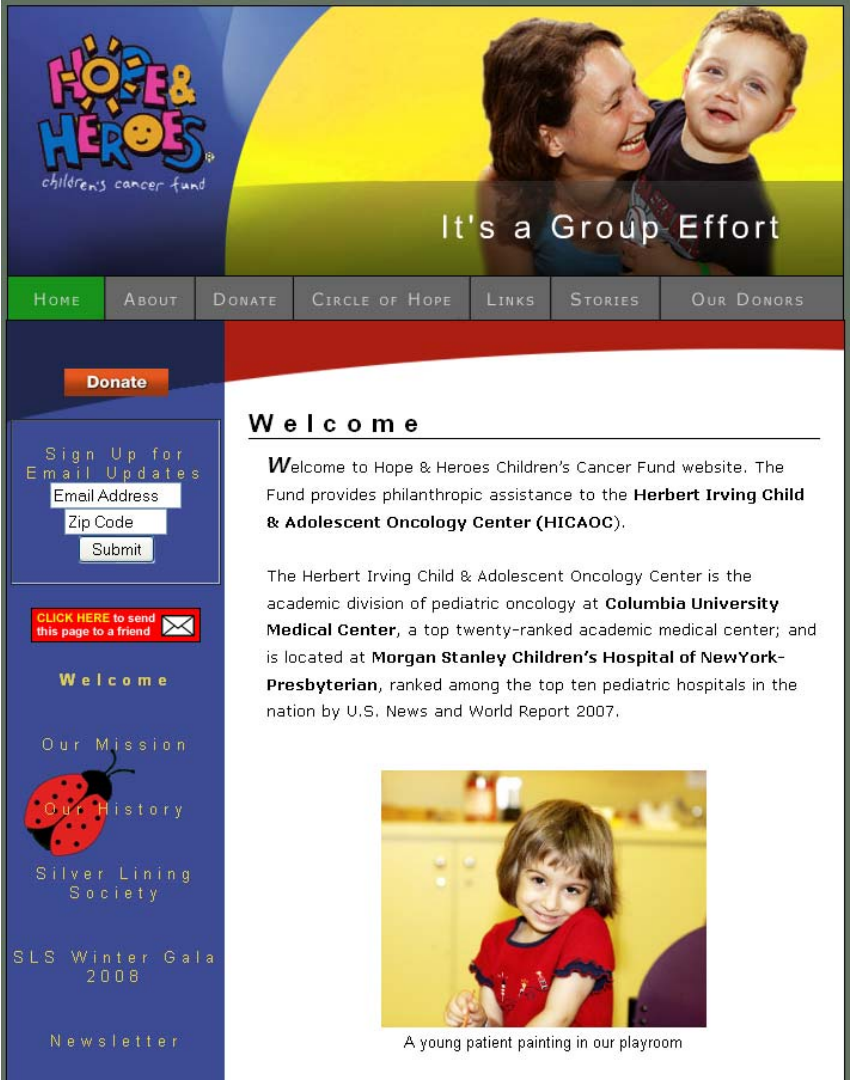
[Enter your Narrative Here]



# Client: Hope & Heroes

The Hope & Heroes Children's Cancer Fund provides philanthropic support to the Herbert Irving Child & Adolescent Oncology Center

- Limited staff to support online activities
- Strong offline events, but no online support in place previously
- Compelling stories and access to families who are eager to “give back”, but no online tributes



**HOPE & HEROES**  
children's cancer fund

It's a Group Effort

HOME ABOUT DONATE CIRCLE OF HOPE LINKS STORIES OUR DONORS


Donate

Sign Up for Email Updates

Email Address

Zip Code

Submit

CLICK HERE to send this page to a friend 

Welcome

Welcome to Hope & Heroes Children's Cancer Fund website. The Fund provides philanthropic assistance to the **Herbert Irving Child & Adolescent Oncology Center (HICAOC)**.

The Herbert Irving Child & Adolescent Oncology Center is the academic division of pediatric oncology at **Columbia University Medical Center**, a top twenty-ranked academic medical center; and is located at **Morgan Stanley Children's Hospital of NewYork-Presbyterian**, ranked among the top ten pediatric hospitals in the nation by U.S. News and World Report 2007.


Our Mission

Our History

Silver Lining Society

SLS Winter Gala 2008


Newsletter



A young patient painting in our playground

# Hope & Heroes EOY Campaign

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



## Make a Gift Today


Dear Friend,

Our success at effectively and compassionately treating patients with cancer has steadily increased our patient base year by year. [Donations to the Hope & Heroes Children's Cancer Fund](#) will allow the Herbert Irving Child & Adolescent Oncology Center to keep pace with this change and continue providing exemplary medical care.

A mother says: "Before cancer happened to us, I never considered acupuncture. Now, it is the only thing that eases my son's discomfort." Giving now allows us to ensure that each and every child has the best chance to make their way back to better health.

- \* [\\$45.00](#) Provides critical health information to new brain tumor patients and their families.
- \* [\\$65.00](#) Provides a massage or acupuncture treatment to ease a child's nausea and stress after treatment.
- \* [\\$110.00](#) Helps provide a child with back to school assistance.

*Sincerely,*  
The Hope & Heroes Children's Cancer Fund



[Support Hope & Heroes Children's Cancer Fund](#)

[Donate Now](#)




## Wishing You Peace in the New Year

Your support can help make a difference.

[Make a Gift Today](#)

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



## Make a Gift Today

Dear Friend,

Today is your last chance to [give a gift](#) to Hope & Heroes Children's Cancer Fund this year. We provide critical philanthropic assistance to the Herbert Irving Child & Adolescent Oncology Center. Your gift today is tax-deductible for 2008.

With the generous support of our donors this year, we have been able to:

- \* Become one of the tri-state area's largest pediatric cancer practices;
- \* Conduct patient based clinical trials to find a cure of recurrent and difficult pediatric cancers;
- \* Provide adolescent and young adults cancer survivors with vocational education through professional internships.

Your gift before 2008 comes to a close will help us prepare for all the challenging work we face in the New Year.

As always, thank you for your continued partnership in serving our young patients and their families.

Wishing you a safe and happy New Year,

Heather Maloney  
Executive Director

POWERED BY 

161 Fort Washington Ave., Irving Pavilion, 7th Floor New York, NY 10032  
The Hope & Heroes Children's Cancer Fund

[Unsubscribe](#) | [Forward to a Friend](#)

161 Fort Washington Ave., Irving Pavilion, 7th Floor New York, NY 10032 tel: 212.305.1420 fax: 212.305.5848  
The Hope & Heroes Children's Cancer Fund © 2008-2009 All rights reserved.

[Unsubscribe](#) | [Forward to a Friend](#) | [Visit Our Web Site](#)



## WISHING YOU PEACE IN THE NEW YEAR

EVERYONE AT HOPE AND HEROES CHILDREN'S CANCER FUND

# Happy Holidays

[Donate Now](#) [Forward to a Friend](#)

POWERED BY 

From all of us at  
**HOPE & HEROES**  
children's cancer fund

No matter what is going on in the world, our children matter most - they are our future. When a family hears the words "your child has cancer" all other worries cease to exist.

The Hope & Heroes Children's Cancer Fund is here to provide that lifeline to exemplary medical care and compassionate support. Please consider becoming our partner - we can only accomplish all that we do with the investment of our donors, people like you.

Sincerely,  
Hope & Heroes Children's Cancer Fund

# Hope & Heroes - Results

- Joined Convio Go! July 2008:
  - ▶ Launched Convio Personal Events and Personal Fundraising in the Fall

integrated end-of-year campaign results were 3x 2007



“We picked Convio after a rigorous review of the entire online fundraising/eCRM sector and it was obviously the market leader. So far, we feel our investment has been wise. And, in comparison to the other options, Convio quickly distinguished itself and the Go! program made it seem like we could actually hit the ground running even with a staff of two.”

— Jeremy Shatan, Special Events Director  
Hope & Heroes Children’s Cancer Fund

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**\$1,070,000**

raised by Convio Go! clients in 2008

# Convio Go! Includes:

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One year of:

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

# Client: Yellowstone Park Foundation

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- 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](#)



# Convio Go! Consulting Webinars



- Do you have time to:
  - ▶ Follow industry trends?
  - ▶ Research successful examples?
  - ▶ Benchmark against your peers?
  - ▶ *let us summarize it for you...*

## Convio Go! Cheat Sheet

We have created a structure for your online success with the Convio Go! Program. This one-page document outlines everything you need to know at-a-glance about your participation in the Go! Program

### Convio Contacts

**Go! Program Coach:**  
Rachael Ahrens  
(202) 609-6448  
rahrens@convio.com

**Go! Program Manager:**  
Patrick Hansen  
(612) 652-7865  
phansen@convio.com

### Convio Resources

Your Convio Marketing tools:  
[http://\[nickname\].convio.net/site/AdminLogin](http://[nickname].convio.net/site/AdminLogin)

Go! Section of Convio Community:  
[http://customer.convio.com/go\\_community](http://customer.convio.com/go_community)

Convio Support:  
<http://support.convio.com>  
(888) 528-9501, option 3

Convio eLearning Calendar:  
<http://customer.convio.com/learn>

Convio eLearning Recordings:  
<http://customer.convio.com/recordings>

### Program Schedule

The following dates and times are subject to change. We send reminders prior to each session.

**Bi-Weekly Expert Office Hours** are at 11am Eastern on the following Tuesdays in 2009: 2/17, 3/17, 3/31, 4/14, 4/28, 5/26, 6/9, 6/23, 7/21, 8/4, 8/18, 9/1, 9/29, 10/13, 10/27, 11/24, 12/8

**Bi-Monthly Best Practices Webinars** are at 11am Eastern on the following Tuesdays in 2009: 3/3, 5/12, 7/7, 9/15, 11/10

### Connection Information for All Sessions

- Visit <http://convioevents.webex.com>
- Enter meeting number: 920 257 381
- On next screen, enter name/email and the password is: *justin*
- Dial-in information will pop-up on screen when the WebEx session is loaded
- Email [rahrens@convio.com](mailto:rahrens@convio.com) if you have any issues getting connected

### Quarterly Program Focus & Convio Deliverables

Q1	Q2	Q3	Q4
Welcome Series Launch	Spring Fundraising Campaign	Housefile Building Campaign	Year-end Campaign
Three monthly eNewsletters/eBlasts	Three monthly eNewsletters/eBlasts	Three monthly eNewsletters/eBlasts	Two fundraising appeals
Three fundraising appeals	Three fundraising appeals	Three campaign emails	One holiday stewardship eCard
One campaign donation form and autoresponder	One campaign donation form and autoresponder	One eCard campaign	One campaign donation form & autoresponder
Campaign promotional snippet	Campaign promotional snippet	Campaign promotional snippet	Campaign promotional snippet

v12.14.07

**The Convio Online Marketing Nonprofit Benchmark Index™ Study**

Published March 2008

**NRAblacklist.com**

music; stop play

**Sheryl Crow** is on the list

They're all on a **19 page blacklist** of "anti-gun" individuals, including authors, religious organizations, businesses and celebrities compiled by the National Rifle Association. And like many blacklists, the purpose is all too clear: to intimidate and silence anyone who disagrees with the NRA's extremist agenda.

Right now the NRA is frantically showing dangerous bills through Congress that would make it easier for criminals to get guns. It's time for our political leaders to stand with the American people and stand up to the NRA to stop the flow of illegal guns into our communities.

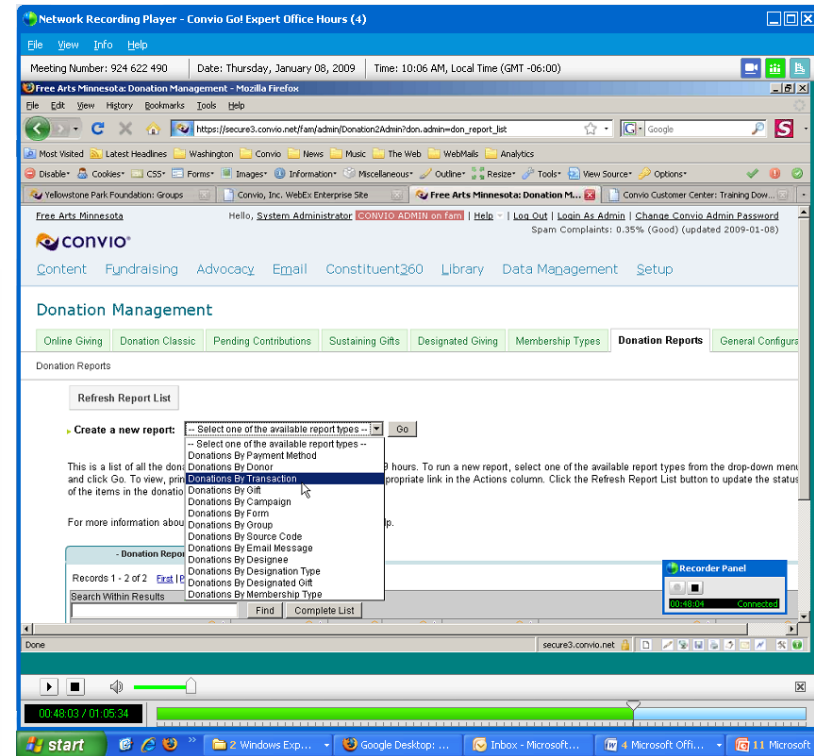
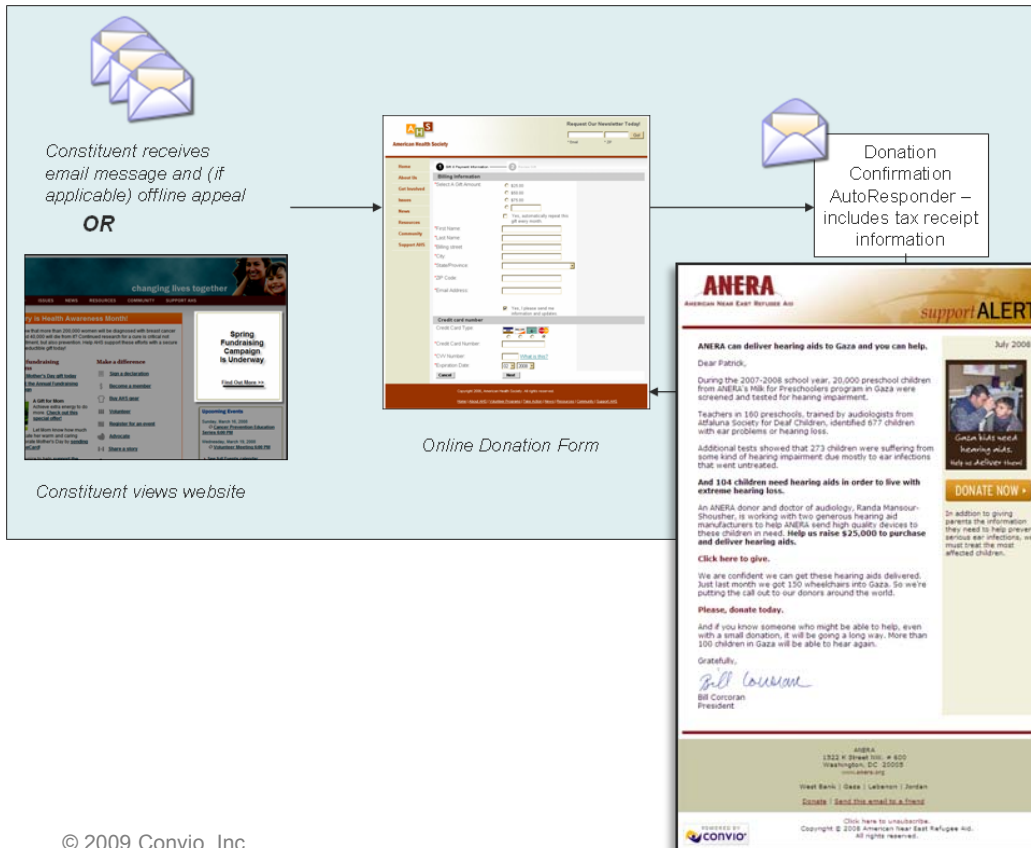
Join the thousands of others who have added their names to the NRA Blacklist by signing this petition to stop Congress from rolling back sensible gun laws.

to join this honor roll, **sign the petition**



# Convio Go! Expert Office Hours

- Ask questions & discuss best practices
- Share campaign concepts & editorial ideas
- Keep your online program top-of-mind



# Convio Go! Online Community

- Program materials posted in the Convio Go! area, as well as best-practices examples and “thought-starters” for your own campaigns and content
- Used to extend our conversation beyond webinars and expert hours
- Opportunity to exchange ideas with others in the program
- Your Convio Go! team participates in the discussion and also respond to questions

convio® community

Welcome phansen (Logout) | New | Your Stuff | History | Browse

Convio Community > Convio Go! Program

Convio Go! Program

Overview | All Content (71) | Discussions (62) | Documents (5)

**Dedicated area exclusively for Convio Go! Clients**

Sub-communities	Discussions	Documents	Blog Posts
Getting Started	15	0	
Welcome Series	6	0	
Fundraising Campaigns	10	12	
Housefile-Building Campaigns	5	8	
eNewsletters & eBlasts	10	4	
Alumni	2	0	

**All Content**

15 Items per page | 1 2 3 ... 5 | Previous Next

Author	Subject	Replies	Last Activity
Andrew	Tributes Module: Confirming Offline Gifts	1	6 hours ago by alemmon+1
phansen	eBlast Guide	0	4 days ago by phansen
alemmon+1	eNewsletter Guide	0	4 days ago by Rachael
Andrew	Campaign Thermometer Not Counting Offline Gifts	1	5 days ago by alemmon+1
alemmon+1	Welcome Series Guide	0	5 days ago by Rachael
phansen	What PR resources are available to non-profits online?	1	6 days ago by phansen
roberta	Using Donation Forms to take Event Registrations	3	1 week ago by Jessica
alemmon+1	URL Shortcuts	0	1 week ago by alemmon+1
chrisdeinhammer	Creating a new stationary for use in emails and eCards	2	1 week ago by phansen
Rachael	How do group types work in C360?	1	2 weeks ago by cmishra
mindyhepner	Refresh Groups	4	2 weeks ago by mindyhepner
Jessica	Adding Memorial or Honor Giving Fields to Donation Form	5	2 weeks ago by Rachael
Rachael	Resolving duplicates in C360	0	2 weeks ago by Rachael

**Actions**

- Start a discussion
- Create a document
- Create an announcement
- Create a poll
- Stop email notifications

**Top Members**

- phansen
- alemmon+1
- Rachael
- chrisdeinhammer
- roberta
- kimgraziosi
- Randy
- Jessica
- Jim
- jennvlea

View all participants

**Popular Tags**

- campaign database
- donation duplicate email
- fundraising gift go!
- group guide offline
- processing resolve\_duplicate
- survey velocity

View all

# Risk Management – We Coach You Along

- We're making a list, and checking it twice
- We know if you're missing your milestones
  - ▶ We're here to help; we've encountered it all before

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	Fundraising #2 Build-out	eNews Month1
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	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	No - sent DM	D		JT				
D	D	D	D	D	D		BL				
D	D	D	D	D	D		BL				
D	D	D	D	D	D		JT				D
D	D	D	D	D	D		JT				W
D	D	D	D	D	D	Yes	Yes	Yes		AL	D
D	D	D	D	D	D	Yes	Yes	Yes		AL	
D	D	D	D	D	D	Yes	Yes	No - opted out		AL	O

you commit to the plan – we  
commit to your success

# Your Virtual Team

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- Convio Staff
  - ▶ Product Specialist (to get your tools up and running)
  - ▶ Interactive Consultant (will lead you in best practices)
  - ▶ Virtual Administrators (will execute your campaigns)
  - ▶ Support Team (available as needed)
- Peer Group
  - ▶ Fundraising Professionals like you
    - Share ideas, questions & answers, opportunities & challenges
    - Compare results, gain inspiration, and network with your peers



“Convio Go! provides us with not only world-class tools at a reasonable price, but we have a virtual team to support our online success, access to a community of peers to share ideas and solve problems, and the ability to grow into the full Convio solution.”

**Mitochondrial Disease Action Committee**

# Does Your Organization?

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- Believe that the Internet is a critical channel but wonder how to get started?
  - ▶ You have no online marketing plan, or
  - ▶ You're having difficulty executing on a plan, or
  - ▶ You have executed on a plan, but you're not sure what you've accomplished
- Have limited resources to create online content?
- Have difficulty reaching internal consensus on how to get started?
- Believe that learning best practices from experts and industry peer groups is a key to success?



# Convio Go! is for you

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- After one year, you will know how to:
  - ▶ Develop campaigns to grow your email list
  - ▶ Convert prospects into donors
  - ▶ Build a sustainer campaign to turn one-time donors into recurring donors
  - ▶ Maximize year-end fundraising
  - ▶ Run reports to track campaign progress
  - ▶ Use the core Convio Fundraising and Email Marketing products



**we will teach you to fish  
...online**