

Convio CMS

Your website is a critical link between you and your constituents — a point of interaction that may make the difference between short-lived interest and enduring support. It needs to make a positive, immediate impact to communicate your mission and connect with current and future donors, volunteers and advocates.

The challenge most nonprofits face is managing a website that delivers current and personalized content while providing a consistent message and appearance across all online communications. With limited budget and technical resources, creating and maintaining a professional and engaging website is no small feat, but it's integral to the success of your online constituent relationship management strategy.

For nonprofits of all shapes and sizes, Convio Content Management System (CMS) offers an integrated approach to building and managing websites. It provides a scalable workflow that allows you to:

- Distribute ownership to multiple content authors to keep messaging relevant and up-to-date
- Develop professional and attractive page templates to ensure consistent branding and imagery throughout the site
- Engage visitors with highly personalized content and to encourage interaction through blogs, surveys, polls, donations, custom forms and more

Streamlined Design and Deployment

Convio CMS powers some of today's most successful websites in the nonprofit sector. The same capabilities can help you to build and manage dynamic web pages without constantly relying on technical resources to publish changes.

Visual Control and Consistency

- Enforce corporate styles and branding based on your business rules
- Control 99% of the code that Convio CMS produces using a template-driven presentation engine
- Present dynamic visual elements using client-side scripting languages like JavaScript and DHTML
- Embed interactive elements including Flash and streaming media
- Create your own style sheets to control presentation using CSS
- Develop sites for different devices like mobile phones and kiosks

Specialized Content Types

- Create a series of content types — each with their own structure — to support your organization's unique needs (e.g. Press Release, Resource, and Job Posting)
- Customize the author experience for each content type with an entry form, specific instructions, error checking, and workflow
- Create website sections using discrete and multi-level folders
- Publish folders and pages with clean URLs
- Produce URL alias for use in print and other traditional media



The United Nations Foundation uses Convio to meet its Web content management needs. (www.unfoundation.org)

Categories and Content Relationships

- Create a catalog of categories and subcategories based on the relationships of content on your site
- Tag content items with terms from your catalog; these terms will help users search and find content
- Relate content items to one another by tagging them with the same categories (e.g. Both Picture A and Picture B are in Category One)
- Relate content items directly to one another (e.g. Picture A is related to Press Release B. When displaying Press Release B, Picture A should appear.)
- Allow site visitors to find content by topic, section, or content type

Interactive Design and Search

- Display dynamic lists of content items based on fixed, contextual, or search parameters
- Associate geographic coordinates with content items and display items on an interactive Google map
- Use the native open-text search utility to find HTML pages as well as common binary files like MS Word and PDF documents

An Integrated Approach to Building Strong Constituent Relationships

Convio CMS is integrated with the Constituent360™ database, and Convio Online Marketing, a suite of integrated products for fundraising, advocacy, event fundraising, ecommerce, and email communications. This integration gives you complete visibility of your constituents' online interactions and allows you to personalize the online experience, which can drive increased acquisition, donations, event registration, and advocacy participation.

Integration with Convio Online Marketing

- Build a comprehensive web presence that includes online fundraising, event registration, advocacy and more
- Personalize calls to action using attributes of a constituent's record (e.g. "Welcome back, Bruce!")
- Present conditional content based on a user's attitudinal and behavioral profile (e.g. "Welcome back Bruce, Thank you for your last donation of \$X,")
- Facilitate peer-to-peer communication by allowing people to forward or comment on any content item (i.e. blogs, resources, and news items)
- Extend the reach of your web presence by distributing content such as news, jobs and podcasts in RSS and other XML formats

Search Engine Optimization

- Publish pages with friendly URLs and make it easy for search engines like Google and Yahoo! to find your web pages
- Increase relevance of your pages in search returns by publishing page-specific meta-descriptions and meta-keywords
- Provide search engines with extra data on what to crawl and what to index using a Google Sitemap
- Preserve your search ranking by redirecting requests for your old site URLs to their new ones, using a smart 404 redirection tool
- Analyze your web traffic by downloading web log data, integrate with your on-demand solution of choice (e.g. WebTrends and/or Google Analytics)
- Increase your site's prominence by allowing people to tag content for social bookmarking engines (e.g. tools Digg, Del.icio.us, Reddit and Facebook)

Integrate Convio CMS with Other Applications

Convio CMS offers advanced features to support integration with systems at the content, authentication and constituent data levels.

- Reuse your content in other applications or web sites by publishing in XML
- Add content from other sources by consuming and publishing content from RSS and other XML sources
- Integrate Convio with other applications by sharing sessions using an application program interface (API) for single sign on and manipulating user data
- Extend your reach into social networking platforms by creating a Facebook application or personalized widgets for MySpace and blogs

A Solution that Can Grow With Your Organization

Convio CMS will support your web presence as the number of sites, amount of content, and size of your team evolves. Through the flexible administrative interface, you can accommodate your team's abilities, making it easy for people to contribute, regardless of technical experience.

Scalability

- Broaden your web presence with multiple websites; supports web presences of one, ten, or one hundred websites
- Create a deep web presence with ease; can accommodate 1 to 100,000 content items
- As your online presence grows, find what you're looking for quickly with a powerful administrative search that lets you search across specific content types, folders, and websites
- Dynamically built lists will ensure that, as you publish and archive content items, they are added or removed across the website
- Keep tabs on your content with reports on publication dates, broken links, and workflow progress

Ease of Use

- Allow content authors to create professional looking content using forms that are as simple or sophisticated as needed
- Organize files using an explorer-based interface that will be familiar to anyone who has used Microsoft or Macintosh-based systems
- Move quickly through editing and management tasks using the permission-based toolbar
- Style content and add interactive components using a powerful HTML editor
- Embed Flash, streaming media, and other Web 2.0 content without editing any code
- Save time while editing by adding proper nouns and common terms to your organization's custom spelling dictionary
- Use the global find and replace to make minor editing changes across multiple pages

Keep IT Hardware and Staffing Costs Down

Your organization exists to make a difference, not to develop and maintain software. Convio CMS is an on-demand, hosted platform that eliminates the need for hardware, hosting, and additional software.

- Convio's world class technical infrastructure is built to anticipate, detect and rapidly expand the amount of storage or bandwidth that organizations need during times of high traffic
- Since Convio is web-based, no software is necessary besides a web browser
- Convio delivers its products through a Software-as-a-Service model, so enhancements and upgrades are delivered to you immediately

Convio Services: Making the Most of Your Web Content Management Solution

With Convio, you're not on your own. Our team of experienced web experts and network of partners complement your staff and can provide the strategic, design, implementation and production services required to best meet your team's evolving needs.

Site Planning and Information Architecture — There is no such thing as "one size fits all" when planning and building a powerful web presence. Every website deployment begins with a detailed action plan that incorporates your staff skills, existing content, organizational stakeholders, site objectives and visitor profiles. Convio's team provides guidance on information architecture, with best practices for content structure and graphic design to help establish a web presence and strategy to accomplish your goals.

Implementation and Training — Convio works closely with your team to ensure a successful website implementation, sharing our extensive web and product knowledge and providing customized training for your site managers and content authors. Our collaborative approach enables you to effectively maintain and build upon the content and information architecture within your delivered site.

Custom Development — For organizations with special requirements, Convio and our network of authorized partners can deliver highly customized web solutions and provide ongoing support.

The Right Fit

Convio CMS can be molded to your team's structure and skills wherever they are located.

- Create multi-step workflows to control how a particular kind of content is created or in a particular section of the website
- Grant administrative or public-facing access to special sections of the website using group-based or individual permissions
- Share page version previews with executives and external reviewers to get their input without ever having them log into CMS
- Bring your team up to speed quickly through Convio's CMS training programs, user community, and thorough documentation

Deployment Experience Matters

Convio has deployed more than 250 websites using a proven methodology that includes a range of services to meet your unique needs:

- Technical Specification
- Project Planning
- Project Management
- Training
- Site Configuration
- Web Production
- Content Migration
- Quality Assurance Testing
- Go Live Guidance and Support



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