Convio Web Content Management Solutions

Your Web site is a critical connection between your organization and its constituents, and is integral to your overall constituent relationship management (CRM) strategy. Creating and updating Web site content to deliver your message is key to building stronger constituent relationships. With the right strategy, your site can be a powerful vehicle for engaging constituents, driving donations, advancing legislative issues and building enduring support.

The challenge most nonprofits face is maintaining a professional looking site — one that includes updated, personalized and relevant content and is integrated with their constituent database — on a limited budget and without significant technical resources.

For organizations of all sizes and with varying levels of technical skills and resources, Convio offers Web content management solutions that help your organization: empower content contributors to become content owners; reduce the reliance on technical staff to publish changes; and implement a hosted and scalable content management platform for creating powerful, database-driven Web pages.

Solutions That Match Your Mission

Convio offers two content management solutions, Convio PageBuilder and Convio CMS. The two products have different features to support the varying objectives of individual organizations. To help determine the right solution to match your objectives, requirements and mission, we recommend you discuss your needs with one of Convio's content management experts who can help you best determine which solution can provide the most value for your organization.

Web Site Objectives and Requirements

Authoring: Content author and editing tools that support multiple content contributors across multiple time zones and with varying technical skills.

Structured Content: Organized content with distinct, defined "types" that can be customized to match business rules and presentation styles.

Workflow: Diverse publication rules within the organization that range from individuals with publication rights to teams with complex workflow requirements.

Team Collaboration: Capture and share version history with automatic notifications of pending changes, manage content access permissions and syndicate content across multiple sites.

Document Management: Store, organize and publish various non-HTML files and creative assets and provide staff tools to easily find and reuse whether online or offline.

Search: Fast, pertinent results for site visitors with ability to manage searchable content and pages. Includes support for search engine optimization and site marketing.

Visitor Engagement: Provide multiple opportunities for site participation, support for surveys, polls, advocacy campaigns, blogs, donations, custom forms, sponsorships, rewards and tributes.

Personalized Content: Display conditional content based on visitor interests and profile details. Hide pages or entire site sections and merge personal information with page content.

Customization: Support custom site components, database integration and presentation templates defined by the organization that can be customized and further modified over time.

Maintenance: Easily upgrade administrative tools to incorporate new features and product innovations without the need to hire technical staff and detract from mission work.

Hosting: All software and Web site content is securely hosted and always accessible from any location. No hardware or dedicated IT staff required. No separate vendor contract to manage.

Convio PageBuilder

Convio PageBuilder empowers non-technical staff with easy-to-use content management tools and is designed for micro-sites and organizational Web sites with a more limited number of contributors. Including a WYSIWYG environment, Convio PageBuilder provides you with personalized and conditional content capabilities, Web page management, access restriction and re-usable components. PageBuilder also enables your organization to easily integrate fundraising, team events, advocacy and other engagement efforts with your Web content.

Additional key features include:

- WYSIWYG editor, no HTML skills required
- Personalized, dynamic content
- Custom workflow and site access restrictions
- Image and document management
- 508 accessibility for published pages
- StoryBuilder for structured content presentation
- Photo Albums to display images in an online album format

When is Convio PageBuilder the right choice for your organization? Our team of content management experts can help you decide. Two important considerations often influence this decision.

WCAG Accessibility Compliance — For organizations serving people with disabilities, Convio's PageBuilder is WCAG compliant for site visitors as well as content administrators.

Integrated Campaign Micro-sites — Need to quickly launch a campaign specific Web site with integrated fundraising, advocacy or event content? PageBuilder offers a flexible yet easy-to-use content management platform that your team can begin using tomorrow.

Convio Content Management (CMS)

A full-featured content management system designed specifically for nonprofits, Convio CMS powers many of the most sophisticated nonprofit Web sites and is capable of serving the needs of organizations of all sizes and with varying technical resources. Convio CMS provides a Web content platform that combines content types, content relationships and integrated eCRM components to effectively drive your Web site initiatives.

Additional key features include:

- Folder-based content organization for simplified administration and asset management
- Custom approval flows designed to support unique quality control process
- Dynamic eCRM campaign integration to present current and related engagement opportunities
- Consistent content categorization and taxonomy to help organize content and support content relationships
- Flexible content types and display templates
- CSS driven style management
- Custom forms
- Qualified, simple URLs
- RSS, Atomz content syndication
- Dynamic, relational content
- Version control and easy roll-back
- Integrated site analytics and log file access
- Custom spelling dictionary
- URL alias management
- Custom 404 error pages

Powered by Convio

Humane Society of the United States
www.hsus.org

Union of Concerned Scientists
www.ucsusa.org

Walk Thru the Bible
www.walkthru.org

National Parks Conservation Association
www.npca.org

Earthjustice
www.earthjustice.org

Feed The Children
www.feedthechildren.org

Join Together
www.jointogether.org

NARAL Pro-Choice America
www.prochoiceamerica.org

North Shore Animal League
www.nsal.org

Both PageBuilder and Convio CMS offer a range of features and complementary services to help your organization launch a sophisticated integrated Web site designed specific to your needs. When considering Convio CMS, the following three primary strengths provide important decision criteria.

Customization Flexibility — Convio CMS is a flexible publication platform, with self-service features to create custom structured content types using multiple presentation templates and advanced content relationships that support a truly unique database-driven Web site.

Team Collaboration Support — With configurable workflow publication rules, individual dashboards, automatic version control and granular permission support, Convio CMS can support the collaboration rules you define.

Growth and Scalability Needs — Whether your contributor team is 5 or 50, or your Web site has 200 or 2,000 pages, Convio CMS can adapt to meet your organization's needs. With bulk maintenance operations and a folder-based, Windows explorer like content organizer, CMS powers some of today's most sophisticated nonprofit Web sites with tens of thousands of content items and many complex customizations designed to enhance the visitor's experience with integrated eCRM content and personalization.

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 complements your staff throughout site planning and implementation, and provides ongoing services to apply and customize your online tools to best meet your evolving needs.

Site Planning and Information Architecture — There is no such thing as "one size fits all" when planning for and building a powerful Web site. Every Web site 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 Web site 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 — Convio is uniquely positioned as both the developer of our software and the provider of services to those using our product. The advantages of this dual role include project team access to software developers, and unmatched familiarity with the breadth of capabilities in our online tools. For organizations with special requirements, Convio can develop highly customized Web solutions and provide ongoing support and maintenance with regular feature upgrades by our dedicated service and engineering teams.

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