

## Database Connector RE

Your organization may use different systems to manage your online and offline fundraising activities. Maintaining constituent information in multiple places prevents your organization from getting a complete view of your constituents and their relationships with your organization — putting your fundraising activities at a serious disadvantage. Synchronizing data between your offline database and your online marketing activities is the key to creating fundraising campaigns that drive response.

To offer the most complete data integration solution available for nonprofits, Convio has created a Database Connector for Blackbaud's The Raiser's Edge®. Nonprofits can use the Connector for unprecedented data management capabilities and a wide-range of real-time data integration.



Know Your Donors



Empower Your Fundraisers



Coordinate Your Campaigns

By employing industry standard Web-based services, the Connector communicates securely and efficiently over standard Internet connections — requiring no complicated infrastructure. Leveraging these Web-based services, the Connector also provides advanced functionality beyond a simple communication exchange.

In technical terms, the Connector is a SOAP-based Web Services Application Program Interface, or API. This technology allows the Connector to serve as a bridge for communication between your Raiser's Edge database and Convio's Constituent360™ online database.

### Features and Benefits

In addition to providing connectivity between your two databases, the Connector can be used to implement and enhance business processes between the two systems, including:

- **Automatic Duplicate Detection.** Automatically search your Raiser's Edge database when new constituents register online to detect possible matches and reduce duplicate records. Constituents engaging in the online channel are accurately linked to their offline record, ensuring that your organization has access to all activities for use in the fundraising process.
- **Recognize Offline Constituents.** Provide better online service by instantly recognizing donors or members based on information stored in your Raiser's Edge database, and then personalize their online experience by automatically presenting them with members-only content, such as a member directory.
- **Ensure Data Integrity.** Automatic duplicate detection searches your Raiser's Edge database when new constituents register online to detect possible matches and reduce duplicate records. Constituents engaging in the online channel are accurately linked to their offline record, ensuring that your organization has access to all activities for use in the fundraising process.
- **Personalize the User Experience.** Drive higher levels of engagement through more targeted and personalized campaigns that leverage constituent information stored in your Raiser's Edge database.
- **Link Online and Offline Campaigns.** Cross-reference tools allow your organization to automatically see new data elements such as campaigns or groups from your Raiser's Edge database and establish the relationship necessary to link your online activity to your offline.

- **Easily Manage Campaigns and Groups.** Dynamic maintenance of groups or segments built in your Raiser's Edge database ensures that your organization always has the most accurate information.
- **Provide Real-Time Data Updates.** Show constituents the most up-to-date record when they view their profile information online, including information that was updated offline.
- **Streamline Data Management.** Save administrator time, training, and the need for sophisticated technology knowledge by creating an automated, "one button" approach to data synchronization and a single process for handling file creation, bi-directional data transfer, duplicate management and error handling.



Austin | Berkeley | Washington, DC  
888-528-9501 | 512-652-2600 | [info@convio.com](mailto:info@convio.com) | [www.convio.com](http://www.convio.com)

Convio, the Convio logo, TeamRaiser and Constituent360 are trademarks, registered trademarks or service marks of Convio, Inc. All other names are trademarks, registered trademarks or service marks of their respective owners.