

## Convio Personal Fundraising

Convio Personal Fundraising empowers constituents to drive additional support for your organization by creating personal fundraising pages designed to raise money and build awareness of your mission. As a champion of your organization, or in honor or memory of a loved one, a constituent can quickly set up a personalized fundraising page, which features a personal story and photo plus a link to an online donation form. Easy-to-use Web content and email authoring tools and templates enable constituents to personalize their page and direct friends and family to it to learn about your organization and support your cause.

### Fund Page Creation and Content Tools

**Easy setup.** In a few simple steps, anyone can easily create a personal fundraising page. No knowledge of HTML or Web design is required. The system adds and maintains the necessary elements, such as the list of donors, the donation button, and a link for visitors to create a personal fundraising page themselves.

**Optional page personalization.** Motivated champions can add or update text and photos on their page and provide a Guest Book to engage visitors. They can also create Photo Albums with additional pictures and links as well as change labels and other text on their page.

**Immediate activation.** Personal fundraising pages activate instantly, without your staff's involvement, and can begin accepting donations right away. A page approval process is also available if your organization needs to approve all pages first.

**Personalized direct Web address.** Champions can create a unique Web address that points directly to their page to help people easily locate the correct page (i.e. [www.nonprofit.org/goto/pat.brown](http://www.nonprofit.org/goto/pat.brown)).

**Configurable setup options.** During the setup process, your organization can:

- Allow creation of one or multiple types of Personal Fundraising funds: "Personal" for a personal commitment to your mission, "Honorary" to honor a loved one, or "Memorial" in memory of a loved one. The information collected is different for each fund type.
- Request or suggest a donation from the champion when the personal fundraising page is created to encourage commitment.
- Enable the champion to set a fundraising goal and use online tools to track progress towards this goal, which can be increased at any time.
- Require a checkbox legal waiver attesting that the Honoree (or a designated family representative) of a page is aware and approves of the champion's intentions to raise funds in the Honoree's name.
- Allow a champion to designate the page as private so that it will not appear on public search results.
- Set the scope of searches to include a subset of available pages (for example, search for Honorary funds only).

**Multiple personal fundraising efforts.** Passionate constituents can have as many personal fundraising pages as they like, across as many Personal Fundraising campaigns as they like.

### Constituent Marketing Tools and Online Donation Capabilities

**Default email messages for easy fundraising.** Fund champions do not have to develop their own content to announce their fund or explain your organization's programs. Your organization can craft standard appeal and thank-you email notes in advance for them to send immediately or to use as templates to add personalized content if they so desire.

**Personal address book.** Champions can either upload or manually enter email addresses and contact information for friends, family members and colleagues whom they plan to email about their personal fundraising page. Any contact, such as a close family member or the Honoree, can be flagged to receive notifications when a gift has been made.

**Flexible search.** Search functionality allows anyone to locate a page by its unique Web address, title or the name of the champion, Honoree or Next of Kin contact. The search results include a short description to help searchers identify the correct page.

#### The Convio Difference

Designed to meet the unique needs of nonprofit organizations, Convio's integrated software suite includes products for fundraising, advocacy, events, ecommerce, online community, Web content management and email communications.

All products include Constituent360™, a sophisticated online database that centralizes constituent data and integrates with offline databases. It shares data about all online interactions, ensuring you have a complete view of each constituent, which is critical to effective online programs.

**Secure, convenient online contributions.** Friends and family members can make secure online donations without leaving the website. They will immediately receive a receipt with tax-deductible information.

**Engage new constituents.** Take the opportunity to further engage new supporters at the time of donation. Offer a subscription to your organization's email newsletter, encourage volunteerism or suggest involvement in online advocacy efforts.

**Suggest appropriate gift amounts.** Present potential donors with gift levels configured by your organization. Allow donors to make recurring gifts on birthdays, anniversaries or other occasions to encourage ongoing gifts that continue to make a difference.

### Efficiency for Your Staff

**Automatic gift notifications.** Champions receive notification via email when a donation is made. Honorees and their family representatives can also be designated to receive automated notifications.

**Record offline payments.** Champions can document checks and cash online before sending them to your organization for processing. This feature provides immediate visibility into donations received and can help minimize data entry tasks for your staff.

**Track progress with built-in reporting.** Track fundraising by fund type (Personal, Honorary, and Memorial), measure the fundraising activities of your champions and identify best-performing and dormant campaigns.

**Build long-term relationships.** Tailor your personal fundraising page setup form to include survey questions that will enable you to better understand and serve your highly motivated champions and their contact networks.

**Hone the fundraising skills of your constituents.** Segment champions into groups by fund type (Personal, Honorary or Memorial) and send them helpful information at appropriate intervals. Tips, best practices and topical reminders can be based on current events, legislation or dates specific to each page, such as upcoming birthdays or anniversaries.

**Assist champions in site management.** Delete inappropriate Guest Book entries or page content to ensure the integrity of pages.



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