

Yellowstone Park Foundation



"Convio Go! has been perfect for introducing our staff to online communications and fundraising methods. The program's quarterly activities and goals are spelled out very specifically and we liked the idea of having a schedule already planned for us. The program has really kept us on track and enabled us to reach more supporters and communicate more frequently, despite limited resources."

— *Christine Gianas Weinheimer, Director of Communications
Yellowstone Park Foundation*

About the Yellowstone Park Foundation

The Yellowstone Park Foundation is the official fundraising partner of Yellowstone National Park. The Foundation works in cooperation with the National Park Service to fund projects and programs that protect, preserve, and enhance Yellowstone. The Foundation receives no annual government funding; it relies instead upon the generous support of private citizens, foundations, and corporations to ensure that Yellowstone's great gifts to the world will never diminish.

Since its inception in 1996, the Yellowstone Park Foundation has successfully funded more than 150 projects in Yellowstone.

Challenges

The Yellowstone Park Foundation wanted to increase its communication and fundraising efforts with constituents without the added costs of direct mail and the environmental impacts of increased printing and mailing. However, the Foundation had never used email marketing to interact with supporters. The organization recognized that relying solely on traditional offline marketing methods inhibited its ability to effectively communicate and made it difficult to capture new constituent information. The Foundation understood the value of communicating via the Internet, but implementing a "first of its kind" online marketing strategy seemed intimidating and posed a new set of challenges for the staff.

The Convio Solution

Convio Go! has enabled the Yellowstone Park Foundation to implement an online communications and fundraising strategy without requiring a huge investment in tools and services. The organization has benefited from the marketing and technical expertise of Convio's team of consultants, and the program's guided approach and pace has been appropriate for the organization's small staff. The Yellowstone Park Foundation took full advantage of the resources available through the program such as the bimonthly webinars and the biweekly coaching sessions. The Foundation has developed a stronger online presence by allocating only 20-25 hours of staff time per month and by utilizing the core components of the Go! program including:

- **Convio Client Success Services** that includes consultants who help the organization produce quarterly fundraising and online marketing campaigns, meet project milestones and achieve a set of clearly defined goals, and provide strategic coaching and support for the Convio Online Marketing suite
- **Convio Email Marketing** to frequently communicate with constituents, recognize partners, and nurture relationships by providing personalized and relevant content
- **Convio Fundraising** to move beyond a static "Donate Now" button on its website to more active, engaging online campaigns to garner support for educational and wildlife programs
- **Convio PageBuilder** to build supplemental web pages to ensure consistent branding and to enable timely updates to content and messaging without a complete overhaul of its existing website

Summary

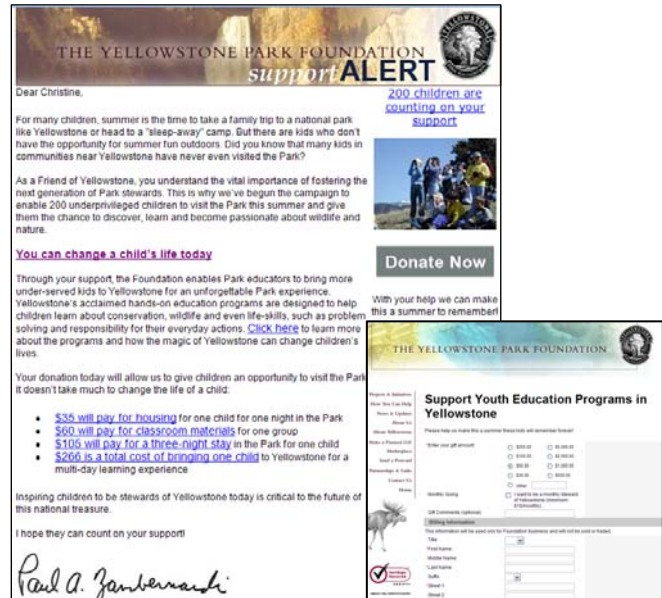
Within the first nine months of participating in the Convio Go! program, the Yellowstone Park Foundation launched its inaugural bimonthly email newsletter, received more than \$10,000 in donations from its first email appeal, grew its constituent email list approximately 20 percent, and increased website traffic more than 26 percent. The funds that were raised online in the first year alone will pay for the Yellowstone Park Foundation's three year technology investment.

iPod Touch Campaign

The Yellowstone Park Foundation launched its first online campaign to spread awareness, connect with new and existing constituents, and to expand its constituent email file. The campaign included a series of three email appeals to enter to win an iPod Touch preloaded with Yellowstone park ranger podcasts. To encourage spreading the message, individuals could increase their chances of winning by sending e-cards to additional people or donating money. The campaign was hugely successful with more than 12,000 entries, and the organization hopes to make it an annual campaign.

Youth Education Fundraising Campaign

The Yellowstone Park Foundation provides scholarships and funds youth programs promoting environmental stewardship, wildlife conservation, and building excitement around science. The Foundation's first-ever online fundraising campaign consisted of a series of email appeals to raise funds for underprivileged children to visit Yellowstone Park — giving them the chance to discover, learn, and become passionate about wildlife and nature. Using targeted email messages and custom donation forms, the campaign raised more than \$10,000, enabling 178 children to attend a summer program. Added benefits of the campaign included reaching out to the organization's entire constituent file without incurring the costs of a direct mail campaign, and receiving a high response rate from lapsed donors through the online channel.



Yellowstone Park Foundation's first online marketing campaign raised more than \$10,000 in online revenue.

Results

Within the first nine months of participating in the Convio Go! program, the Yellowstone Park Foundation achieved the following results:

- Raised \$10,000 in its first-ever email fundraising campaign supporting Youth Education
- Doubled website donations over the previous year nine month period
- Sent its inaugural bimonthly email newsletter, enabling more frequent communication to its constituents
- Grew its email list by 20 percent and increased monthly website visitation by 26 percent
- Received more than 12,000 entries in its constituent email building campaign, raising awareness and connecting with old and new supporters alike
- Paid for its three year technology investment with funds raised online in the first year alone
- Learned strategic planning and online marketing best practices in order to replicate programs in the future

The Convio Go! Difference

The Convio Go! program leverages the Convio Fundraising, Email Marketing, and PageBuilder products, as well as Constituent360™ — Convio's powerful online marketing database. These products are the heart of the Convio Online Marketing suite and are essential to building programs that grow organization's constituent base, build engagement, and increase donations. Go! clients are matched with a team of Convio online experts to guide them through using the tools, to produce quarterly online campaigns, and to find out how to achieve a set of clearly defined goals. Convio Go! is designed to provide clients with the experience and knowledge necessary to continue developing online marketing and fundraising strategies once they complete the program.



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