

# The American Society for the Prevention of Cruelty to Animals (ASPCA®)



“We are now building success every year through an integrated, multi-channel approach that drives people to our Web site, with Convio supporting our needs to be able to communicate with constituents online and continue their engagement with our organization.”

— Betsey Fortlouis, Senior Director of Member Communications  
ASPCA® (The American Society for the Prevention of Cruelty to Animals)

## About ASPCA

Founded in 1866, the American Society for the Prevention of Cruelty to Animals (ASPCA) was the first humane organization established in the Americas, and today has more than one million supporters throughout North America. A 501 [c] [3] not-for-profit corporation, the ASPCA’s mission is to provide effective means for the prevention of cruelty to animals throughout the United States. The ASPCA provides local and national leadership in animal-assisted therapy, animal behavior, animal poison control, anti-cruelty, humane education, legislative services, and shelter outreach. The New York City headquarters houses a full-service, accredited animal hospital, adoption center, and mobile clinic outreach program.

## Summary

Working with Convio, the ASPCA now captures 28,000 names, email, and postal addresses each month from online sources. Using an integrated, multi-channel acquisition program that includes an email prospect conversion series and offline postal mail solicitations, the organization realized a 126% increase in online fundraising since 2006 and has had 82% year-over-year online average fundraising growth since 2004. The organization now converts 5% of all new Web site registrants to donors within their first 12 months.

## Challenges

In 2005, despite significant experience converting prospects to donors through email marketing, strong Web site traffic and housefile growth, the ASPCA had moderately declining email open and response rates. The ASPCA’s online marketing program did not use a constituent-centric approach and therefore lacked the data to determine how new registrants became donors. Monthly email appeals to new prospect registrants were each crafted from “scratch” – discarding previous top performers – and broadcast to the full prospect file.

## The Convio Solution

Convio’s integrated eCRM platform and tools allow the ASPCA to use an integrated multi-channel approach that drives constituents to the organization’s Web site, converts prospects and achieves year-over year-growth by using:

- Convio Email Marketing to create and send email campaigns and track all responses within the context of a specific campaign.
- Convio Fundraising to easily and quickly build and modify online donation forms and effectively segment, test and measure results, enabling the ASPCA to customize online information, gift levels and specific campaigns to individual donor preferences.
- Convio eCommerce to encourage online shoppers to get involved with the ASPCA in other ways, collect information about them, use that information to communicate relevant information to them, and encourage ongoing support.
- Convio Advocacy to engage constituents through action alerts and calls to action to deepen engagement and involvement in the ASPCA’s mission.

- Client Success Services to provide strategic and interactive campaign consulting and analytics to maximize donor conversion.

**Prospect Conversion Email Acquisition Series**

To maximize response among its overall constituency, the ASPCA worked with Convio’s Client Success Services to launch a prospect conversion program designed to systematize email efforts targeted to non-donors and allow the ASPCA to iteratively refine and improve the organization’s offers.

This program consists of a series of four acquisition emails triggered by the constituent’s registration date. The organization learned through analysis that the optimal time for reaching a new constituent via email is shortly after email address acquisition; this new schedule optimizes reach to every new constituent.

The first email is a highly personalized acknowledgement intended to reward constituents for opening ASPCA email and encourage continued engagement. Constituents within the 56 day flow can receive special treatment; currently they are suppressed from the weekly advocacy digest and other solicitations. Once a constituent makes a donation, the donor is removed from the conversion flow and suppressed from remaining prospect conversion emails.



*The ASPCA worked with Convio on a prospect conversion program to achieve 82% year-over-year average fundraising growth, now adding an average of 28,000 new constituents to the program each month.*

**Results**

- Achieved a 5%integrated donor conversion rate in 2007, with 22% of reported income coming from first-time monthly giving.
- Increased online donations by 126% from 2006 to 2007, achieving 82% year-over-year average online growth since 2004.
- Engaged over 162,000 online-captured constituents through an integrated, multi-channel acquisition program.
- Grew email list 83% since 2006, organically adding an average of 28,000 new constituents each month.
- Convinced 1,900 of new constituents to refer 4,900 friends and family to ASPCA acquisition program.

**The Convio Difference**

Designed to meet the unique needs of nonprofit organizations, Convio’s integrated software suite includes products for fundraising, advocacy, events, ecommerce, 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.



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