

# The University of Washington



"After years of struggling with silos of information in different databases throughout the university, we are now moving towards a comprehensive view of constituent email interactions through the use of Convio and its MultiCenter functionality. Individual business units will maintain the autonomy they need to carry out their own communications, but the University will retain the capacity needed to enhance our brand and drive overall strategic direction of the university's electronic communications."

— Ryan Hagg, Assistant Director for Online Giving  
University of Washington

## About The University of Washington

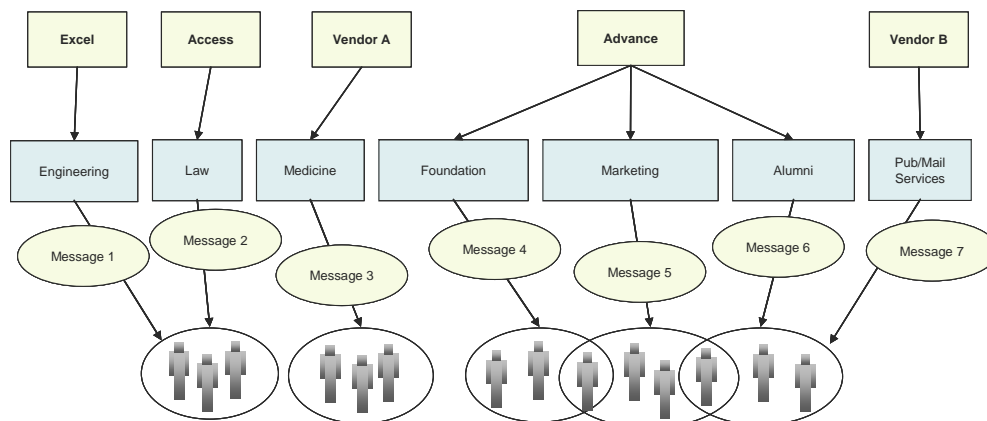
Founded in 1861, the University of Washington (UW) is one of the oldest state-supported institutions of higher education on the West Coast and is one of the preeminent research universities in the world. The UW educates a diverse student body to become responsible global citizens and future leaders through a challenging learning environment informed by cutting-edge scholarship.

## Challenges

UW's multiple colleges, schools and units — all operating under the University of Washington umbrella organization — were using different email vendors and databases that weren't connected to each other (see diagram). As a result, constituents were receiving disparate email streams, many with different branding. Additionally, administrators lacked the ability to view and manage constituent data and communications, which made it impossible to gain a holistic view of constituent interactions. To address these challenges, they needed an enterprise level solution that would provide the University the ability to communicate to all constituents, while empowering individual units to manage their own outreach efforts.

## Summary

UW is working towards centralized management of its online communications using Convio, without sacrificing the autonomy of individual units. E-communications range in specificity from a solicitation for a single scholarship to a broad message to all Alumni. Convio offers a holistic view of each constituent's interactions across all centers while enhancing the overall UW brand.



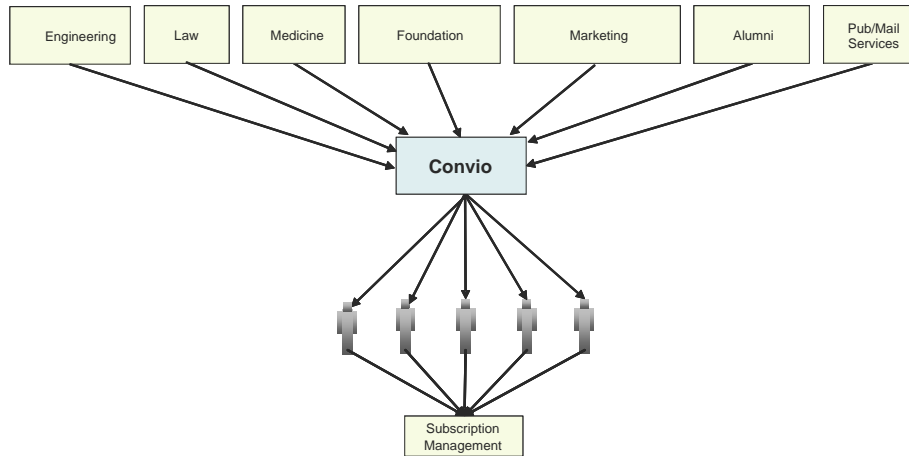
## The Convio Solution

In 2006, UW chose Convio's online solution to improve its constituent communications.

- Convio Email Marketing to send targeted emails to diverse constituent segments;
- Convio Events to manage registrations, payments, and cancellations of smaller campus events; and
- Leverage Convio MultiCenter functionality to manage access to, and share, information across numerous business units, (including UW Alumni Association and UW Foundation).

### Improved Flexibility, Visibility, and Control with MultiCenter

MultiCenter has given the UW a big picture view of the email being sent from the university and how constituents are interacting with them, while providing autonomy to individual departments (see diagram). Now, UW administrators have visibility into, and management of, the online communications of the university's many departments and affiliates. At the same time, each business unit can access its constituent data, create and manage campaigns independently, and use templates with UW's branding. Reports present aggregated data of constituent interactions, or separate data by college, school, or unit.



### Conditionalize Content for Relevant Communications

UW uses Convio's robust email marketing capabilities to segment its lists and launch single campaigns with multiple emails that present conditionalized content based on an individual's relationship with UW. Since implementing Convio in 2006, UW's email solicitations have become increasingly sophisticated. Copy within emails is conditionalized for donors versus non-donors, and is further targeted based on a recipient's affiliation with the university and past interactions. Links to online donation forms are personalized based on a donor's giving history to ensure the ask is appropriate for the individual.

### Results

- Email communications have a unified look and feel, regardless of which department sends the message.
- Better constituent experience through rationalized emails and improved personalization.
- First email solicitation sent using Convio had an open rate of 20%, a click-thru rate of 10% and resulted in 40 gifts within the first hour.

### About Convio

Convio is the leading provider of on-demand constituent relationship management (CRM) software and services that give nonprofit organizations a better way to inspire and mobilize people to support their organization. The company's online marketing suite offers integrated software for fundraising, advocacy, events, email marketing and web content management, and its Common Ground™ CRM system helps organizations efficiently track and manage all interactions with supporters. All Convio products are delivered through the Software-as-a-Service (SaaS) model and are backed by a portfolio of best-in-class consulting and support services and a network of partners who provide value-added services and applications focused on the unique needs of nonprofit organizations.



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