

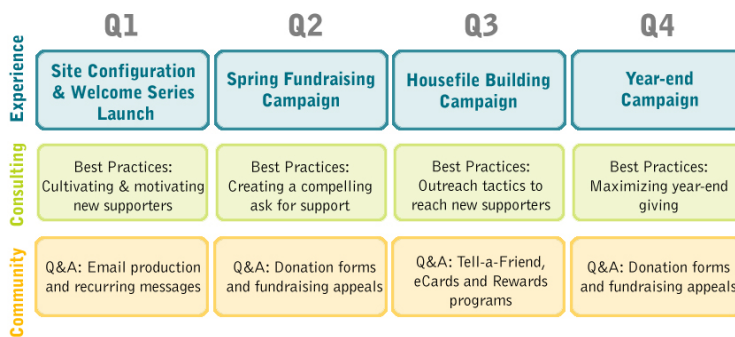
Convio Go!

A Guided Program to Online Fundraising Success

Convio understands the need for nonprofits to achieve online results quickly and more efficiently. Convio Go!™ is a one-year, structured program designed to remove the mystery from online fundraising and get you up and running quickly.

We provide you with the power of our online fundraising software, the expertise of a team of online professionals to walk you through an entire year of best practices and campaign management, and the opportunity to share ideas and build relationships with other nonprofits.

By combining a powerful mix of software and services with a guided best practices approach, Convio makes it easy for you to grow your house file size, launch fundraising campaigns and implement regular communications to your constituents.



Sample program plan

Program Details

Results-focused constituent marketing:

- One client-branded email communication per month sent to your entire house file using an email or newsletter template.
- One interactive campaign per quarter according to the Go! program plan, balancing an emphasis on fundraising and house file growth.
- Quarterly results and benchmarking of results.
- Two best practices consulting sessions per quarter.

Client set-up and coaching:

- Six one on one phone sessions with a product specialist covering the initial product configuration, reporting tools, email marketing tools, contact management and the process for submitting content for regular communications, quarterly campaign execution and constituent data upload.
- One donation form, contact us form and registration form with corresponding thank you page and auto-responder
- Four code snippets to add to your existing site for campaign promotion, registration, news and a donation button.
- A client-branded welcome series automatically sent to all new registrants to your site.

Key Benefits

- Focus on your mission - not on learning software
- Low start up cost and minimal ramp time for your staff
- Reduces the risk of introducing new technology into your organization
- Convio-led process is well-defined and walks you through step-by-step
- Campaign management staff to execute quarterly campaigns
- Ability to broadcast monthly or quarterly communications
- Opportunity to connect and share with other participants.
- Access to Convio products, product orientations, product support and Client Community
- Results monitoring proves value delivered

Best Practices

- Campaigns built on practical experience gained from hundreds of clients, thousands of campaigns
- Learn best practices on a variety of technology, marketing and industry topics
- Access to quarterly consulting-led peer-group calls to learn best practices, review results and build in-house knowledge

Online Fundraising Software

- Convio Fundraising
- Convio Email Marketing
- Constituent360™ Database
- PageBuilder