

## American Red Cross – Mile High Chapter



“Using Convio TeamRaiser™ with Convio’s integrated marketing platform, we were able to automate event registration and updates while significantly reducing data input headcount.”

— Christine Benero, CEO  
American Red Cross Mile High Chapter

### About the American Red Cross

The American Red Cross, a humanitarian organization led by volunteers and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement, provides relief to victims of disaster and helps people prevent, prepare for and respond to emergencies.

The Challenge	The Solution	The Results
<ul style="list-style-type: none"> <li>▪ The organization’s Web site was created by an outside vendor, and the Mile High Chapter had limited access to make changes. Additionally, there was no interactivity for users, which required printing of donation forms and manual database entry of donations and updates.</li> <li>▪ Manual processes made the organization’s site incapable of handling surges in online donations after disasters such as tsunamis or hurricanes.</li> <li>▪ Multiple databases were required to manually segment constituent list.</li> <li>▪ Event registration and management was a manual process requiring a full-time employee.</li> <li>▪ Getting the right data into the right places in Blackbaud’s The Raiser’s Edge™ database was time-consuming and complicated.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Selected Convio solution including Email Marketing, Fundraising, TeamRaiser, eCommerce and DataSync Connector RE</li> <li>▪ Uses Convio DataSync Connector RE to automate data synchronization between Convio’s Constituent360™ and The Raiser’s Edge.</li> <li>▪ Uses Convio Email Marketing to cultivate relationships with younger constituents and to increase outreach without having to spend more on direct mail.</li> </ul>	<ul style="list-style-type: none"> <li>▪ One integrated system reduced manual processing of events, donations and purchases.</li> <li>▪ Reduced time spent on data synchronization by almost half using the DataSync Connector RE and expert guidance from Heller Consulting resulting in more time for other activities such as marketing.</li> <li>▪ The DataSync Connector RE with Heller Consulting standardized data transfers between Constituent360 and The Raiser’s Edge making data synchronization smooth and seamless.</li> <li>▪ Having Heller Consulting engagement prior to the DataSync Connector RE implementation improved the flow of data between The Raiser’s Edge and Financial Edge databases so the organization could reduce the number of checks and adjustments.</li> </ul>

### 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.



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