



Founded in 2000, Hope for Israel's mission is to bring the message of hope to the people of Israel through Bible teaching, discipleship, and various forms of humanitarian aid. The ministry's work ranges from financial aid, building communities, fortifying homes, and providing infrastructure improvements for the country's war zones. The organization's founder, an Israeli, moved to the United States and began building support one congregation at a time through gathering donations and volunteers. Now, the core ministry has grown to six staff members, more than 20 volunteers, across two countries, and a database of 1500 supporters to fulfill Hope for Israel's mission.

CHALLENGES

Hope for Israel had data stored across multiple systems that included a bulk email tool, Quickbooks, Outlook and various spreadsheets. It was impossible to see how each individual interacted with the organization with data spread across the various tools. As a small organization, much of their time was spent rekeying data and comparing excel lists rather than focusing on their mission. "We had a data nightmare on our hands," said Barrett Sanders, Hope for Israel's US Representative. "Our email tool only included fields for each subscriber's name and email address, and we had limited information captured in other files — we were essentially trapped by our technology."

When the founder decided to move part of the operation back to Israel yet retain the operational aspects of the organization in the US, they knew they needed to centralize their information while making it accessible to staff across the two countries.

Common Ground spoke our language and had the resources we needed.

Barrett Sanders, US Representative, Hope for Israel

CONSIDERING COMMON GROUND

"When evaluating Common Ground, we initially thought it was too much for our organization, and we had to ask ourselves if we were using these donations wisely by investing in a database," said Sanders. "We carefully weighed all of our options, even looking into the free seats provided by Salesforce®, but soon realized that manipulating Salesforce to work for our organization was not our expertise, and that all of the resources we needed — ease of use, a partner to help us implement, documentation, and ongoing training — already existed with Common Ground. Common Ground spoke our language, was web-based allowing us to scale across two countries and above all focus on our mission rather than the technology. Initially, I was concerned about having to convince our founder and board to spend the money on Common Ground when the Salesforce Foundation grants 10 free seats with the Nonprofit Starter Pack. However, as soon as we began comparing the two side-by-side and realized what was required to make the free version work for us, the cost quickly became affordable and convincing my decision makers became easy."

BENEFITS OF COMMON GROUND

Within the last few months, Hope for Israel's online marketing and fundraising model has matured quickly. They believe they still have room to improve but the development staff sees the power of Common Ground and the value of the AppExchange to integrate additional products like Vertical Response, a bulk email tool. Now with Common Ground and Vertical Response, they have started to build online marketing campaigns with targeted segmentation rather than blasting the same message to everyone. In the last four months, the organization is seeing an influx of online donations and supporters, capturing more email addresses, and they see huge potential to engage supporters and sustain donor relationships moving forward.

Beyond a web-based donor database, Common Ground has created value for the overall operation because of the many opportunities to streamline and automate their business processes. Because the team is now dispersed across time zones, they can collaborate by assigning tasks to follow-up with specific donors, or sending email alerts with the latest reports. As a result, they have reduced the need for phone calls and "FYI" emails and meetings because the information is stored in Common Ground and both teams have anytime, anywhere access to the data regardless of location.

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. Convio Online Marketing, the company's online marketing suite, offers integrated software for fundraising, advocacy, events, email marketing and web content management, and its Convio 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. For more information, please visit www.convio.com.

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



©2009 Convio, Inc. All rights reserved. Convio, the Convio logo, TeamRaiser, Constituent360 and Common Ground are trademarks or registered trademarks of Convio, Inc. All other names are trademarks or registered trademarks of their respective owners. V04.15.09