



"We chose Convio because they are the market leader, and the tools available in the Go! program have allowed us to significantly speed up the delivery of relevant information to our donors and constituents. If we still relied on our previous methods, it would take us months to get anything done — with Convio, we can have a campaign up and running in less than a business day."

— Andrew Olsen, Annual Giving Officer
Gillette Children’s Specialty Healthcare

Overview

With more than \$5 million in annual revenues, Gillette Children’s Specialty Healthcare has been providing world class medical care to children, teens, and adults while funding cutting-edge medical research, improving patient care and ensuring that no child is turned away due to a family’s inability to pay. Yet, the organization did not use any online communications for fundraising, constituent outreach or awareness. Gillette wanted to begin leveraging an online constituent relationship management (CRM) and fundraising platform and selected Convio Go! as the ideal solution.

"We chose the Go! program for a couple of reasons — it didn’t require any staff members to have specialized technical skills, it was a low cost of entry, and would improve margins and offset costs," said Andrew Olsen. "We’ve had great success, and the Convio team has been awesome. They provide the perfect balance of consultation, education and support, and it’s clear that we aren’t just a number on the balance sheet — they truly are invested in our success."

The Solutions	The Benefits	The Results
<ul style="list-style-type: none"> ▪ Convio Client Success Services that includes consultants that help produce quarterly campaigns, meet project milestones and achieve a set of clearly defined goals, and provide strategic coaching and support for the Convio Online Marketing suite ▪ Convio Email Marketing to frequently communicate with constituents, strengthen relationships with existing donors, and improve overall fundraising outcomes ▪ Convio Fundraising to create donation capabilities on the organization’s website and to build campaign specific donation forms ▪ Convio PageBuilder to build supplemental web pages without a complete overhaul of its existing website 	<ul style="list-style-type: none"> ▪ Speeding up the delivery of relevant information to donors and constituents and providing it more frequently ▪ Strengthening donor relationships and reach new supporters through the online channel ▪ Re-engaging major donors that had not been involved with the organization for over 18 – 24 months ▪ Increasing the number of gifts from major donors ▪ Developing Convio pages to support hospital marketing efforts and leveraging media exposure that turn into dollars raised for the organization ▪ Paying for the technology investment in first year alone ▪ Collaborating with cohort group to share ideas, brainstorm, and tackle obstacles 	<ul style="list-style-type: none"> ▪ Began with 80,000 records in an offline database and only 2000 email addresses. Within nine months, increased email housefile by 408 percent ▪ Year-end campaign generated \$20,500 total online, averaging \$216 per gift ▪ Exceeded 12-month goal to increase online donations by 25 percent in first nine months ▪ Received mid-four figure donations from major donors by reconnecting with them via email ▪ Increased number of gifts from major donors by 7.5 percent ▪ Ability to execute a campaign within one business day, when previous methods took weeks to months

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. 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.



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