

## Convio Common Ground™ CRM System for Nonprofits

The Convio Common Ground CRM system is designed to help nonprofit professionals like you get your job done. Quickly, easily, efficiently, and with more flexibility than you ever thought possible.

It's more than a traditional donor database. It's a common ground for information about all of your constituents — donors, volunteers, new contacts, and just about anyone who helps support your mission. You can use it for all of your donor management needs, and you can slice and dice your data for targeted direct mail, events, and other fundraising and marketing activities.



Manage all of your data in one place for a complete view of your constituents and their activities with your organization

### Focus on your mission, not on technology.

With Common Ground, there's no hardware to purchase and maintain. No software to upgrade. No expensive training to attend. And, no limit to the amount of data you can store. We manage the technology so you can focus on growing your organization and achieving your mission.

And, Common Ground is easy to customize. Even non-technical staff can easily add fields, change page layouts, restrict views and access, build custom reports, create custom workflows, and design new modules to serve your specific needs. For example, Common Ground includes the following features and much more:

- Scheduled Reports via Email
- Microsoft Outlook® Integration
- Report & Dashboard Builder
- Triggered Workflow Rules
- Custom Fields & Page Layouts
- Smart Phone Access

### Thrive, don't just survive.

No matter where your fundraising strategy is headed, Common Ground can meet your evolving needs. Manage your direct mail program better. Integrate your online fundraising with your database. Incorporate social media into your marketing activities. Boost your major gift program. Track grants. Common Ground can help you with all of this, and more.

- Pledge & Recurring Gifts
- Direct Marketing & Segmentation
- Split Gift Designations
- Major Gift Tracking
- Revenue Forecasting
- Summary Giving Totals
- Batch Gift Entry
- GL Accounting Integration
- Grant Management
- Over 200 built-in Reports
- Soft Credit Tracking
- Donor Classifications
- In-Kind Gift Asset Tracking
- Campaign Analysis
- Bulk Acknowledgement & Receipt Mail Merge Tools

## Manage all of your data, not just donor data.

No longer will your constituent data be dispersed across dozens of spreadsheets, custom databases, and team-focused products. Common Ground gives you true constituent relationship management (CRM) capabilities with value for every staffer, volunteer, board member and executive:

- Event Management
- Volunteer Management
- AppExchange Apps
- Microsoft Office® Integration
- Duplicate Management
- Household & Organizational Record Tracking
- Relationship Tracking
- API Integration
- Advanced Searching

## Integrated online solutions, it's all in one.

Double data entry, copy and paste, and complex gift imports — these are all things of the past. With Common Ground's online fundraising and event tools you've got a fully integrated, no limits solution designed for nonprofit fundraisers. And, while other products keep the vendor in control by requiring any new forms or changes be made on their terms, Common Ground puts you in control. You can quickly and easily create unlimited donations forms that match your desired look and feel whenever you need them. Inspired with a new idea? Need to respond to an urgent issue or need to develop an integrated fundraising campaign? No problem.

- Secure Payment Processing
- Customizable Form Templates
- One Click Refunds
- Unlimited Forms
- Flexible Matching Criteria
- Preview & Test Features
- Automated Recurring Gifts
- Email Receipts
- Real-Time Reporting

## Secure, Reliable, and Web Accessible

Common Ground allows your staff to focus on *using* your data, not on maintaining it. Maintaining it is our job. We provide bank-grade security so your data is safe, and we perform automatic backups with available field-level auditing for additional tracking. By partnering with salesforce.com®, Convio can focus on building features designed for nonprofits while offering the strength and ongoing investment already being applied to salesforce.com's Force.com® CRM platform. The result: a leading product with an enterprise-scale, reliable infrastructure.

## The Modern Alternative to Traditional Donor Databases

Common Ground isn't your typical donor database. It's built on one of the leading CRM systems in the world, the open technology platform, Force.com from salesforce.com. This foundation allows Convio to build a system that's tailor-made for nonprofits while leveraging the services and functionality of a proven CRM platform.

Common Ground is powerful, flexible, and scalable enough to support the largest nonprofit organizations, yet easy-to-use and affordable enough for smaller nonprofits. And, because Common Ground is a Software-as-a-Service (SaaS) model, you can access it from anywhere, anytime, from any web-enabled device. There's no software to install or maintain, and no hardware to purchase — ever. It's simply smart technology for the modern nonprofit.

