

Convio Go!™

A proven path to fast online fundraising results

Do you need to achieve online fundraising results quickly with limited time and resources, but don't know where to start?

Convio Go! is designed to remove the mystery from online fundraising and communications through a one-year, structured program that provides the technology to reach more people and raise more money. And, you get access to online experts that will train you along the way, and you can take over whenever you are ready.

We help you with the overall campaign management — from the production to the

analytics — while teaching you the best practices to make you successful. You'll share the experience with a group of your professional colleagues by sharing ideas and learning, and providing accountability to the process with reporting and analytics you can share with your team.

The project plan below leads your team by the hand through a best practices calendar of online communications, fundraising, and email list building.



“As a small nonprofit we know that the Internet is the best way to build community and connect people with our mission. Go! provides us with not only world-class tools at a reasonable price, but we have a virtual team to support our online success, access to a community of peers to share ideas and solve problems, and the ability to grow into the full Convio solution.”

Cristy Balcells, Executive Director, Mitochondrial Disease Action Committee

Program Details

Setting the stage:

Six weekly calls with a product specialist covering initial preferences, supporter data upload, contact record management, and production processes.

Augmentation of your existing website with a best practice subscription flow, donation form, and contact us form, with automated confirmation messages. Most Go! clients proceed without a website redesign, keeping scope, cost, and risk to a minimum. If you need a new website, we can provide effective, low-cost options.

Launch of an automated client branded email Welcome Series, sent to all new subscribers to your organization.

Begin production of a monthly client branded email message, appropriate for regular eNewsletters, announcements, invitations and more.

Launching the campaigns:

Professional development webinars twice per quarter provide industry trends and examples in preparation for campaign optimization.

Three quarterly interactive campaigns, balancing an emphasis on fundraising with the strategic building of your email list.

All campaigns are analyzed, reported, and benchmarked on a quarterly basis, with included comparison to the peer group for accountability.

WHY THE GO! PROGRAM?

It's **STRATEGIC**: An investment in training your team, retaining your supporters, and acquiring future donors where they live — online

It's **EFFICIENT**: There's no better way to spend 5-10 hours per week of development staff time than communicating to thousands at a time — online

It's **AFFORDABLE**: Typical clients increase their email list size 60 percent and raise \$3 for every \$1 invested

AND it's worth 31.0 points in Category 1.B – Education of the CFRE International application for initial certification and/or recertification



WHAT YOU GET WITH CONVIO GO!

- ✓ Convio Fundraising Center
- ✓ Secure online donations, including automated monthly giving programs
- ✓ Optimized email subscription flow with automated Welcome Series
- ✓ Unlimited, fully-integrated email marketing platform
- ✓ Unlimited website content for news stories, announcements, etc.
- ✓ Unlimited custom website forms for donations, volunteering, inquiries, service requests, petitions, and more
- ✓ Real-time reporting of email opens, click-throughs, subscription rates, forwarded messages, and all transactions

What Go! Participants are Saying

“Learning best practices along with the software appealed to me. The Convio Go! program has paid for itself and more with our very first online appeal.”

Susan Baran, Resource Development Manager, America's Second Harvest of Wisconsin

“We are able to communicate more frequently to members and supporters without the costs associated with direct mail.”

Roberta Sladownik, Fundraising and Marketing Associate, Colorado Children's Chorale

“We are thrilled with our results in such a short time and despite the difficult economy...we're reminded daily that technology will continue to play a greater role in everyone's lives, and we're glad we chose Convio Go!”

Danielle Johnson Vermenton, Director of Individual Giving, Boys & Girls Clubs of Metro Atlanta

“Online expertise has become a fundamental aspect of the modern development office — today's development professional can't leave the online channel to marketing and IT alone. With Go! we have quadrupled the amount raised online, nearly doubled our email list and more than doubled the amount of money we raised per subscriber, plus, I am much closer to my CFRE certification.”

Miranda Zink, Development Director, A Kid Again

About Convio

Convio is a leading provider of on-demand constituent relationship management 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 Common Ground™ CRM system helps organizations effectively 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 applications focused on the unique needs of nonprofit organizations. For more information, please visit www.convio.com.

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