



The American Nurses Association (ANA) is the only full-service professional organization representing the interests of the nation's 3.1 million registered nurses through its constituent and state nurses associations and its organizational affiliates. ANA advances the nursing profession by fostering high standards of nursing practice, promoting the rights of nurses in the workplace, projecting a positive and realistic view of nursing, and by lobbying the Congress and regulatory agencies on health care issues affecting nurses and the public.

## THE CHALLENGE

ANA was using an online political action committee (PAC) and grassroots solution that lacked the features needed to support the organization's advocacy efforts—present and future.

"The system we had in place did not lead to the kind of engagement we wanted," explained Michelle Artz, Chief Associate Director at ANA. "We weren't able to easily target and segment our database, and we lacked the ability to test messages and deliver them in formats that people could read. Many members of our target audience received garbled emails full of code. When individuals visited our website, the user experience was far from robust." On the back end, only one or two individuals on ANA's grassroots team knew how to create workarounds within the system to accomplish their goals, but the end result was time-consuming and lacked visual appeal.

Constrained by stagnant technology, ANA knew that a change was in order to take their grassroots efforts to a higher level of sophistication.

## CHOOSING CONVIO

After moving to the Convio solution, ANA found that many of their former challenges were resolved. They were able to:

- Gather valuable information about their audience's interests, credentials, and expertise
- Segment data based on various parameters to facilitate targeted communications
- Conditionalize content according to membership status

## QUICK SUMMARY

- Increased the sophistication of its grassroots efforts, improving its ability to segment and target its audience of members and non-members more effectively using conditionalized content
- Engaged different segments of ANA's audience in healthcare reform, and encouraged them to participate in calls with the Administration and take various actions
- Integrated social media into its grassroots efforts to attract younger members

**"The Convio solution enables us to respond quickly to an issue. Compared to the speed at which we could react before, it's night and day."**

— Michelle Artz, Chief Associate Director, Government Affairs, ANA

Convio has transformed ANA's grassroots advocacy and outreach efforts. "Now we can put together attractive web pages and email communications, segment our lists of members and non-members, and engage our different audiences in ways that are more meaningful to them," stated Artz. "Nurses are engaging in a thoughtful, polished, and educated conversation that is interactive and dynamic. This is helping us to drive grassroots and member involvement. We're now at a place where the response to our outreach is impressive. We've been able to really move our numbers in the past couple of years."

## BENEFITS OF CONVIO

In partnership with Charity Dynamics, who provides strategic guidance and implementation for ANA's grassroots efforts, ANA has successfully executed numerous advocacy campaigns around issues that matter to nurses. "By working collaboratively with ANA's grassroots team, we have helped them use the Convio platform effectively," said Susan Neumann, Consultant at Charity Dynamics. "ANA now understands its audience at a much deeper level."

The power of the Convio solution was most noticeable in ANA's advocacy efforts around healthcare reform. "With the fast pace of healthcare reform, we needed to respond quickly to news on important issues," explained Artz. "The campaigns that we put together were very successful. By tailoring emails using conditional content, we engaged our audience in a thoughtful way around issues they care about."

One particular campaign involved scheduled conference calls with the Administration. Using Convio to track RSVPs and to allow registered attendees to submit questions in advance of the calls, ANA created a valuable dialogue between the White House and ANA's audience. "Tracking data on the thousands of participants who registered, and gathering information about their interests and questions enabled us to become more sophisticated in our communications later on as we engaged those individuals in further grassroots outreach." A follow-up campaign encouraged nurses to share their stories about why they wanted healthcare reform. One such story became the center of ANA's advertising efforts around the issue.

Another campaign focused on creating a virtual lobby day web page, which functioned in parallel to the live lobby day web page and offered valuable resources to virtual participants. From the RSVP list for the live event, ANA identified six individuals from a broad spectrum of areas, and recruited them to be 'official tweeters' of the day. These individuals' real-time tweets were immediately posted to the virtual lobby page via an RSS feed, allowing virtual participants to get a true sense of what the on-the-ground people were experiencing. After the event, more than half of the virtual participants took some sort of action—sending a letter or making a call—in support of healthcare reform.

ANA has also leveraged Convio to improve its social media efforts. On the one year anniversary of healthcare reform, they launched a virtual birthday party in the form of a Facebook event, and an ecard that individuals could sign before it was delivered to the House, Senate, and White House. These aspects of the campaign were supplemented by a series of emails with value-added content about the Bill itself and ANA's continued efforts around healthcare reform.

In an attempt to engage nurses on a local level, ANA worked with Charity Dynamics to launch Nurses Campaign Activity Night (CAN). This grassroots advocacy effort, which is promoted and supported using Convio, pulls together groups of 10 nurses to work on their favorite campaign for one night. ANA provides each group with guidelines on how to make the night effective, how to recruit other participants. Nurses are encouraged to engage and show their support, regardless of which political party they back.

Using Convio, ANA is drawing people in with high-quality and relevant content, sharing valuable information, and making nurses realize why they should care about certain issues.

### 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](http://www.convio.com).

### ABOUT CHARITY DYNAMICS

Charity Dynamics provides comprehensive online solutions for nonprofit organizations. From strategy to implementation and beyond, Charity Dynamics partners with clients of all sizes to deliver the services, software, and support they need to get the results they want. Organizations using the company's innovative social networking application, Boundless Fundraising, have raised more than \$50 million directly through the application since the beginning of 2009. Charity Dynamics' clients include The ALS Association, American Cancer Society, Volunteers of America, The Humane Society of the United States, National Trust for Historic Preservation and National Multiple Sclerosis Society. For more information, please visit [www.charitydynamics.com](http://www.charitydynamics.com).

---

Austin | Berkeley | Washington, DC  
888-528-9501 | 512-652-2600 | [info@convio.com](mailto:info@convio.com)  
[www.convio.com](http://www.convio.com)



©Convio, Inc. All rights reserved. Convio, the Convio logo, TeamRaiser, Constituent360, Go! and Common Ground are trademarks or registered trademarks of Convio, Inc. All other names are trademarks or registered trademarks of their respective owners. V04.27.11