

Feeding America



"Convio has a wealth of information on the industry, and shares their knowledge with a consistent focus on helping us achieve our goals. Convio's 'walk-jog-run' approach works well to ensure that we are able to learn and adopt the latest best practices in online marketing."

— Elizabeth Nielsen, Online Fundraising Manager
Feeding America

About Feeding America

Feeding America (formerly named America's Second Harvest) feeds America's hungry through a nationwide network of Member food banks and engages our country in the fight to end hunger. It is the nation's largest charitable domestic hunger-relief organization, with a network of more than 200 Member food banks and food-rescue organizations serving all 50 states, the District of Columbia, and Puerto Rico. The organization supports approximately 50,000 local charitable agencies operating more than 90,000 programs including food pantries, soup kitchens, emergency shelters, after-school programs, and Kids Cafes. In 2006, the Network provided emergency food assistance to more than 25 million low-income hungry people in the United States, over 9 million of which were children.

Summary

Online marketing plays a major role in Feeding America's efforts to engage current and attract new supporters, raise funds and build awareness about hunger in America. Within two years of working with Convio, Feeding America has increased online donations by 40% and grown its email list by 10%. Its "Thanksgiving Feast for 1 Million" integrated campaign raised \$765,000 in gross revenue, and its recent "Fill America's Fridge Campaign" raised \$40,000 online in addition to funds received through a corporate partner match.

Challenges

After the overwhelming response online to Hurricanes Katrina, Rita and Wilma, Feeding America realized that the organization needed to increase its investment in the Internet as it became clear that it was a major channel for the organization to achieve its mission. Feeding America needed to give people an easy way to donate and have the back-end support to conduct strategic email communications.

The Convio Solution

Convio's single integrated platform allows Feeding America to practice true CRM by driving constituents through a pathway based on their stage of engagement with the organization. The organization has increased its capacity to find new prospects and build deeper relationships with their existing donors by using:

- **Convio Client Success Services** to plan and launch an engaging interactive email campaign to increase per person giving and create and execute a strategy involving corporate partnerships online.
- **Convio Virtual Administrator** to get specific online campaigns off the ground when there is a lack of staff or time available.
- **Convio Fundraising** to easily and quickly build and modify online donation forms and effectively segment, test and measure results, enabling Feeding America to customize online information, gift levels and specific campaigns to individual donor preferences.
- **Convio DataSync** to exchange and sync data from Convio online database to Feeding America's offline database to track gifts donated offline and online.
- **Convio Email Marketing** to send out donor cultivation communications and use the Tell-a-Friend feature grow its email file.

Online Matching Fund Campaign

Feeding America worked with Convio and Convio partner Merkle, Inc to launch “Fill America’s Fridge”, a creative online fundraising campaign involving Feeding America corporate partner Rent-A-Center, which offered to match donors’ contributions. The campaign included a series of three email appeals and a specially designed landing page with a virtual refrigerator that “filled up” based on the size of the donor’s gift. The landing page indicated how many meals the donation would provide, and included a link to a donation form that was pre-populated with the pledge amount. Those individuals who went to the landing page first donated more per person than those who went straight to the donation form. Providing supporters a visual representation of their giving was so popular that other nonprofit organizations have since used a similar strategy.

Integrated Thanksgiving Campaign

In 2006, Feeding America worked with Convio and Convio partner Merkle, Inc to develop an integrated Thanksgiving campaign that featured five elements, all of which included a consistent message about providing a million meals to hungry Americans. Donors for whom Feeding America had only street or e-mail addresses received communications through just that one channel, while donors for whom the organization had both an e-mail and mailing address received appeals via both channels. The organization sent the first direct mail appeal with a follow-up mailing two weeks later. It then sent three e-mails — the first to the organization’s entire email list, the second to donors who hadn’t responded to the first email campaign, and the third to the entire email list again.



Feeding America worked with Convio and Convio partner Merkle, Inc on a creative online matching fund campaign that raised \$40,000 in online revenue in addition to a corporate partner match program.

Results

- Raised \$40,000 in online donations from “Fill America’s Fridge” 2007 campaign
- Raised nearly \$800,000 from “Thanksgiving Feast for 1 Million” integrated online campaign
- Grew its email list by nearly 10%
- Increased online revenue by 40% from fiscal year 2005 to fiscal year 2007

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, and its 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.



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