

Paul Anderson Youth Home



"Choosing Convio has been the best decision I've made in terms of marketing and development. Our relationship with Convio has changed the way we communicate and do development. Working with Convio has helped us broaden the reach and impact of our ministry, taking us from 'the best kept secret' in our area to the most visible and well known charity in our surrounding region."

— Drew Read, Chief Operations Officer
Paul Anderson Youth Home

About Paul Anderson Youth Home (PAYH)

Weightlifting world champion Paul Anderson and his wife, Glenda, established the Paul Anderson Youth Home (PAYH) in 1961 in Vidalia, Georgia for troubled and homeless young men between the ages of 16 and 21 to provide Christian rehabilitation for young men seeking an alternative to incarceration. PAYH's accredited high school incorporates Biblical teaching and academic training with physical fitness, emotional development, and social awareness while instilling a strong work ethic. The PAYH also provides help for parents of troubled teenagers through resources, counseling and referrals. Since its inception, the PAYH's ministry has directly served over 1,000 young people as well as their families. As a religious-based charity, the PAYH does not accept local, state or federal funds, depending instead on the support of individuals, corporations, organizations, churches, and foundations.

Summary

Since working with Convio, the Paul Anderson Youth Home (PAYH) has significantly expanded its reach, strengthened its brand and increased revenue. In two years, the organization has grown a strictly offline direct response program of 850 constituents with email addresses to an integrated eCRM approach with more than 6,000 constituent email addresses — a 700% increase in its online constituency. The PAYH increased devotional subscriptions from 50 to more than 2,000 subscribers. Its 2007 Paul Anderson Cycling Challenge raised \$50,000, more than half of which was donated online. Using Convio Events, the organization generated 350 offline and online registrants for the bike ride giveaway.

Challenges

Founded in 1961, the Paul Anderson Youth Home experienced brand recognition and fundraising challenges. Co-founder and chief fundraiser, Paul Anderson became sick in the 1980s, and the organization's five youth homes across the region were consolidated into one youth home in Vidalia, Georgia, resulting in a loss of brand recognition on a regional scale. With an aging and dying donor base, the PAYH needed to reach a larger audience. The organization had a static Web site and had 850 email addresses but had not engaged in an online outreach program, relying solely on direct mail.

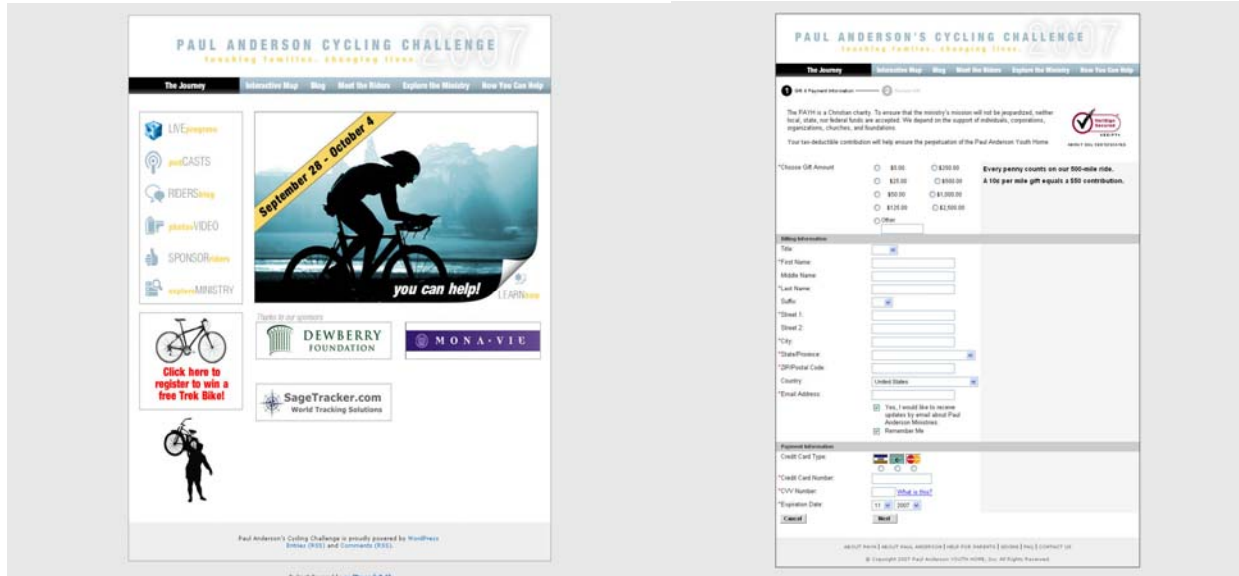
The Convio Solution

To expand its reach, strengthen its brand and increase donor revenue, the PAYH turned to Convio for its single, integrated online constituent relationship management (eCRM) platform and expertise in online marketing. Leveraging the Internet, the PAYH is able to broaden its ministry by using:

- Convio Fundraising and Rewards to easily and quickly build and modify online donation forms and effectively segment, test and measure results, helping the PAYH increase membership and donor retention rates;
- Convio eCommerce to manage merchandise sales and provide an additional channel to purchase publications that benefit families while supporting the organization's programs and services;
- Convio Events to allow for online RSVPs, purchasing of tickets, and online registration for fundraising events such as the Paul Anderson Golf Classic, which since 1994 has been a major source of meeting the PAYH's Annual Fund;
- Client Success Services to provide strategic and interactive campaign consulting and analytics to maximize donor conversion;
- Convio Web Content Management (PageBuilder) to allow easy updating of the organization's Web site.

Paul Anderson Cycling Challenge

The PAYH held its first bicycling event in 2006 to pay homage to youth home founder Paul Anderson, who in 1961 took a bicycle trip from Vidalia to Father Flannigan's Boys Town in Omaha, Nebraska to promote the establishment of the facility. In October 2007, the PAYH launched the Paul Anderson Cycling Challenge, involving six young men from the facility and adding 350 new names to the organization's house file from offline and online promotions. Using blogs, videos and audio to track the progress of the riders' 500-mile ride, the PAYH generated significant media attention, raising \$50,000 in total revenue, with more than \$30,000 in online donations.



Working with Convio's Client Success Services team, the PAYH leveraged the Internet to maximize attention for its Cycling Challenge, raising \$50,000 in total revenue, of which more than \$30,000 was donated online.

Results

- Grew online constituency by 700% in two years, increasing house file from offline program of 850 constituents with email addresses to more than 6,000 constituent email addresses
- Grew online subscriptions to devotional communications from 50 to more than 2,000 subscribers
- Achieved a 398% growth rate in newsletter signups, from 973 to 4,842 subscribers
- Raised \$50,000 from the Paul Anderson Cycling Challenge, \$30,000 of which was donated online

The Convio Difference

Designed to meet the unique needs of nonprofit organizations, Convio's integrated software suite includes products for fundraising, advocacy, events, ecommerce, Web content management and email communications. All products include Constituent360™, a sophisticated online database that centralizes constituent data and integrates with offline databases. It shares data about all online interactions, ensuring you have a complete view of each constituent, which is critical to effective online programs.



Austin | Berkeley | Washington, DC
 888-528-9501 | 512-652-2600 | info@convio.com | www.convio.com