



Meals on Wheels and More

Meals on Wheels and More (MOWAM) is a multi-service organization that seeks to nourish and enrich the lives of the homeless and other people in need through programs that promote dignity and independent living.

In addition to preparing close to one million meals a year, MOWAM also offers many other programs designed to keep people healthy and living in their own homes including outreach programs to nearly 4,000 Austin, Texas residents.

CHALLENGES

MOWAM's data was dispersed across multiple spreadsheets and a database, making it difficult for staff to manage donations and have a full view of the different types of constituents the organization had relationships with— from volunteer, donor to board member or foundation. MOWAM began searching for a constituent engagement solution, to address two main issues. First, they struggled to manage the quantity of donations and needed a more seamless, integrated database that allowed them to enter donations and send acknowledgements more quickly. Like many organizations, MOWAM experiences a surge in donations at the end of the year—almost triple around the holiday season—creating a strain on their limited resources.

Second, MOWAM needed an easier way to track and report on grants, programs, constituents and fundraising activities with the flexibility to customize their reporting views for different audiences. For example, the organization manages an extensive grant program so the ability to track the grant lifecycle and generate reports for funders was crucial in choosing a CRM solution.

QUICK SUMMARY

Consolidated multiple spreadsheets of constituent data into one integrated donor database

Saved valuable time and money in the ability to input donations more efficiently

Able to build customized fields and page layouts giving donors the option to memorialize a single donation to multiple persons

Now can customize and send targeted communications and track contact information so they can better tailor future communications to recipients based on interests

“The holidays are a crazy time for us. With receiving so many donations at one time, we were struggling to keep up and stay on track. We needed a faster and more efficient system that would be able to keep up with our donations. Common Ground did just that and more.”

— *Andrea Torres, Vice President of Development*

CHOOSING COMMON GROUND

MOWAM has now integrated multiple spreadsheets into a single database with Common Ground. Common Ground enables the organization to easily enter donations quickly and efficiently, ultimately saving them time and money and allowing them to send out thank you letters and messages quicker. In addition, being web-based, Common Ground allows for fluid motion when searching through constituent data. ““We always had to jump from one page to another, and Common Ground put everything in one place,” explained Andrea. “I

was always getting lost in our database and spreadsheets, but with Common Ground, I can simply click back to the previous page.”

With Common Ground, MOWAM can customize their reporting to fit their needs and the needs of their constituents. In the past, the organization didn’t have the choice on how reports were run, which resulted in a lot of backend work of manually creating specialized reports. “I love the ability to customize. Now we can basically report on anything in the database. The power to customize fields and page layouts has been extremely helpful, especially during the holidays,” stated Andrea. “Now donors can choose more than one family member to honor in their donations, whereas in the past, they were limited to one memorial per donation.” In addition, MOWAM can now customize when donors request certain mail options. As opposed to a blanket “no mail,” the organization can now customize to what the constituent wants to see.

Now being able to track their online donations more effectively and having a true 360° view of each constituent, MOWAM can focus more of their time on their mission and less time on the details.

ABOUT CONVIO

Convio is a leading provider of on-demand constituent engagement solutions that enable nonprofit organizations to maximize the value of every relationship. With Convio constituent engagement solutions, nonprofits can more effectively raise funds, advocate for change and cultivate relationships with donors, activists, volunteers, event participants, alumni and other constituents. Convio offers two open, cloud-based constituent engagement solutions: Convio Common Ground CRM™ for small- and mid-sized nonprofits and Convio Luminare™ for enterprise nonprofits. Headquartered in Austin, Texas with offices across the United States and United Kingdom, Convio serves more than 1,500 nonprofit organizations globally. Convio is listed on the NASDAQ Global Market under the symbol CNVO. For more information visit www.convio.com.

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