



“The Convio Go! Program gave us a running start and the confidence we needed to expand our marketing efforts both online and offline. We applied the best practices we learned to our multi-channel year-end appeal in 2009, and increased our total fund development by 50% over the previous year. We found that direct mail and email worked hand-in-hand to grow our list, increase our total number of donors and double our fundraising results.”

- Jenny Lee, Creative Director,
Oklahoma Medical Research Foundation

Oklahoma Medical Research Foundation (OMRF) is an independent, nonprofit biomedical research institute dedicated to developing more effective treatments for human diseases. Chartered in 1946, its scientists focus on such critical research areas as Alzheimer’s disease, cancer, lupus and cardiovascular disease.

OMRF joined Go!™ – a guided program for online fundraising success – in October 2008 to renew their donor base, especially with younger donors. They saw immediate success: “We raised more online during our 2008 end-of-year campaign than in the entire previous year,” says Creative Director Jenny Lee. But they didn’t ease off after early results, instead working with their Go! team of consultants, trainers, and hands-on production assistants to execute the full 12 months of best-practice online communications, nearly doubling their email list. But their biggest gains were yet to come.

With new online savvy, OMRF planned a fully-integrated multi-channel campaign for end-of-year 2009. “Multi-channel messaging was critical for us, because we needed to reach audiences across different generations,” says Ms. Lee. This campaign told the story of one young person’s illness and ultimate triumph via OMRF’s medical research. The results were eye-opening: when the dust cleared in January 2010, OMRF found they’d raised 50% more in 2009 than in 2008, despite a challenging economy. With new media at their disposal, an affordable way to experiment with messaging for young people, and systems to automate their online transactions and communications, OMRF had vastly increased their overall development capacity.

CHALLENGE

- Had a small email list, comprised mainly of older, loyal supporters
- Previously sent long, text-heavy email messages using technical language that – quite literally – meant only neurosurgeons could understand the benefit of their work
- Used a paper-based, time-consuming method to manually process online donations
- Had not been collecting email addresses from online donors

SOLUTION

- Prioritized the collection of email addresses, and delivered a welcome series and regular eNewsletters to educate the public
- Automated all steps in the online donation process, enabling OMRF to handle a greater number of transactions despite staffing cuts
- Through Convio’s powerful reporting capabilities, OMRF gained better insight into their supporters’ interests so they could identify their most popular content

RESULTS

- Increased email list size by 94% within one year
- Launched a humorous, viral “geek pack” giveaway campaign to recruit young fans of science, publicizing the campaign via email and social media
- Identified supporters who were ready & willing to spread the word that “research is cool”
- Increased total multi-channel fundraising by over 50%

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.

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