



**CONVIO COMMON GROUND<sup>™</sup>**  
CONSTITUENT RELATIONSHIP MANAGEMENT

# CONVIO COMMON GROUND

When it comes to advancing your mission, a 360-degree view of your organization and its relationships means everything. Imagine a common ground for information about all of your constituents — your interactions with donors, volunteers, new contacts, and just about anyone who helps to support your mission — all captured in one place.

You control the access. Your team gets a view of the big picture. Data can be used across your organization to further your mission. And no one has to keep information in his or her head or on paper. Now, imagine it all for a fraction of the cost of a traditional donor database — with anytime, anywhere access, no software to install or maintain, no expensive hardware to purchase, and no expensive training.

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## TAKE IT FOR A SPIN

**The Common Ground™ CRM system is available to any nonprofit as a full-featured online trial.**

Go ahead, take it for a spin. And then, meet us on Common Ground. [www.convio.com/crm](http://www.convio.com/crm)

### SIMPLE, FLEXIBLE, MORE AFFORDABLE CRM

For years, the nonprofit sector has looked to Convio for products and expertise to help them use the Internet for marketing, advocacy and fundraising. And, as we've studied the impact that marketing channels have on each other, we've discovered something. We've seen that when combined, offline and online efforts have a greater impact than when used alone. At the same time, we've heard nonprofit organizations asking for technology to manage *all* constituent types — not just donors.

We sought to deliver a farther-reaching approach than the traditional donor database or multiple spreadsheets. The result: Convio Common Ground™ CRM system for nonprofits — a new system that moves beyond donor management to constituent relationship management (CRM). It's a common ground for storing, managing, understanding and using all of the information that your

organization has to create stronger relationships with your constituents. And, it incorporates the benefits of an open, web-based system that nonprofits like yours are demanding.

**The bottom line:** You can now manage your data in one place and get a complete view of all of your constituents and their activities with your organization — without the limitations and hassles of your traditional donor database or multiple spreadsheets.

#### Move beyond donor management

Instead of juggling multiple spreadsheets or sinking heaps of dollars and time into storing and maintaining data in a donor database, you can use all of your information in a concerted way across your organization to achieve your goals.

**Here's how:** In addition to functionality that you expect from a traditional donor database, Common Ground allows you to easily pull together information from multiple

tools — without having to pay extra fees for access to programming interfaces — to manage all of your data in one place and get a complete view of your constituents and their activities with your organization. And, it allows you to manage access for different members of your organization so you can protect your valuable data.

### Make your CRM system your own

With many donor databases, customizing even the smallest of things — like data fields — to correlate with the way your nonprofit operates can require costly vendor services. But, Common Ground is different.

It's built on one of the leading CRM systems in the world — the open technology platform Force.com™ from salesforce.com®. This allows Convio to leverage the services and functionality of a comprehensive, proven and continually improving CRM foundation, and build a customizable, flexible system that's tailor-made for nonprofits.

### Focus on your mission, not on your technology

Most nonprofits would rather focus on their missions than on creating and maintaining technology. Like Convio's online marketing products, Common Ground is built on the on-demand, Software-as-a-Service (SaaS) model. This means that you don't have to worry about costly hardware

purchases, software installation, backups, maintenance, upgrades or other IT-related tasks. You can access it anytime, anywhere via the Internet (something that legacy donor databases simply weren't designed for).

**The result:** You and your team can focus on your mission and on being more productive with the new insights you have into relationships with your constituents.

### Tap into an unmatched CRM network

You might not know what your nonprofit will face tomorrow — what challenges you may encounter; what technology solutions you may need. Common Ground comes with an entire community ready to help you move into the future.

Since it's built on the Force.com platform, Common Ground gives you access to existing, extensive third-party applications from the salesforce.com AppExchange marketplace. It also gives you access to the universe of salesforce.com and Convio partners who provide a wide range of consulting, implementation and other services with a deep understanding of the Common Ground platform. And, it's integrated with many brand name websites including Facebook™, Google™, Yahoo™ and LinkedIn™.

## JUST THE FACTS

### SOFTWARE PRICING

\$100 per seat per month,  
minimum purchase of 2 seats

### WATCH A DEMO AND TAKE A TEST DRIVE

[www.convio.com/crm](http://www.convio.com/crm)

### PURCHASE

888-528-9501



## NONPROFIT TECHNOLOGY THAT REALLY MOVES PEOPLE

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.



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