

MobileCommons

Convio and Mobile Commons have launched the first integrated CRM Mobile solution so you can go mobile without ever having to worrying about managing two sets of data. Now, if you are using Convio or GetActive, all of your constituent profiles are easily accessible for your communications. With integrated mobile capabilities, your organization can leverage the latest technology to deliver your message, drive membership, raise awareness, increase response rates and maximize participation.

Product Overview

Mobile Commons offers four products that allow you to create mobile campaigns easily and quickly. Each product is tied to the Mobile Commons dashboard, so all of your mobile data is available for use in any campaign or application you create. Additionally, the dashboard can be used to create Web opt-in forms, making it easy for people to participate directly online.

mCommons: This Web-based platform offers a wide-range of features that allow you to integrate mobile messaging into your campaign strategy, Web site, and the Convio and GetActive platforms.

mConnect: This innovative voice application ties in easily with your email, Web, and mobile campaigns. mConnect makes it simple to play pre-recorded audio messages before connecting users to a destination number. This feature is perfect for targeted legislative call-in campaigns.

mCast: Use mCast to take incoming messages and project them onto the sides of buildings, large screens at live events, or widgets across the Web.

mData: Upload a spreadsheet or connect to a database and make it instantly accessible from any mobile phone. mData enables people on the go to get the information they need, when they need it.

How Organizations are Going Mobile

Mobile Commons' customers help drive product development by coming up with innovative uses for mobile. Below are several examples of our products in action:

mCommons at Live Events — Save Darfur used mobile messaging effectively at a rally in New York City's Central Park. Rather than having hundreds of staff on the ground distributing pieces of paper to attendees (and receiving many illegible names), Save Darfur asked the audience (using signage and the MC) to text in. The result: 25% of the revolving crowd opted-in with their mobile phones, and half of those individuals followed up and provided their email addresses.

mConnect to Close the Loop — Human Rights Campaign (HRC) uses mConnect to mobilize supporters for congressional call-in campaigns. The organization sends out an alert message that lets constituents connect to their representatives by replying with a text message or by clicking on the number in the message. The result: by making it simple for people to participate, HRC has enjoyed call-in rates that average more than 25%.



Benefits of Mobile Commons

Broad reach: With more than 250 million mobile subscribers in the US sending 30 billion text messages per month, mobile is used heavily across nearly all demographics, not just youths.

Easy to Use: "The process is pretty simple: Users send a text to the number 30644 with the message "FISH" and the species, and then get back a message." — *The Wall Street Journal*

Instantaneous: "The new text-messaging service [powered by Mobile Commons]... is part of an emerging wave of technology that allows consumers to get instant...information through their cellphones." — *The Wall Street Journal*

Always reachable: 90% of people keep their mobile within arm's reach 24/7.

Spam-free: Mobile users never receive spam on their phones, so your message won't get ignored.

mCast to Make a Statement — It's Our Healthcare (IOH) recently combined the real world with the online world using mCast. They installed a large screen outside the California Statehouse in Sacramento and asked Californians to text in their thoughts about healthcare. Those messages were then projected on the screen and pushed to Flash widgets all across the Web.

mData to Communicate with Consumers —With a goal of providing relevant information about seafood, Blue Ocean launched an mData program that allows people to text in the name of a fish and receive related up-to-date environmental and health advisories on their mobile phone. Consumers love it because they receive information they want, when they want it; and Blue Ocean benefits by collecting real-time data about their constituents' interests and behavior.

Integration with Convio

Convio's integration with Mobile Commons allows nonprofits to simultaneously register users to both text messaging and online marketing campaigns in a single step. Here is how it works:

Web site registration — Nonprofits can add a sign-up form that sends data to Mobile Commons through their registration API. The nonprofit's Mobile Commons database collects this information and immediately sends it to the nonprofit's Convio database through Convio's Constituent API. Next, Mobile Commons uses Convio's Constituent View API to gather other important data.

Text message registration through a mobile phone — The constituent is first asked to text a 'Keyword' to a 'Short Code' provided by the nonprofit. After the constituent is opted-in, Mobile Commons sends a text message requesting the constituent's email address. After receiving the email address, Mobile Commons sends it back to Convio to register the constituent in the nonprofit's online program.

About Mobile Commons

Mobile Commons is the leading mobile application focusing on cause related marketing, campaigns and advocacy. Mobile Commons' software makes it simple to create mobile campaigns and applications and connect them to the web, CRM, and other media. Mobile Commons' clients include Human Rights Campaign, Humane Society of the United States, NARAL ProChoice America, 1199 SEIU, and Sierra Club. For more information, please visit www.mcommons.com

About Convio

Convio is a leading provider of on-demand constituent relationship management software and services to nonprofit organizations to enable nonprofit organizations to more effectively raise funds, influence public policy and support their missions by leveraging the Internet to build strong relationships with constituents. The company's online constituent relationship management, or eCRM, solution includes a suite of on-demand software modules for fundraising, advocacy, email marketing and Web content management complemented by a portfolio of best-in-class consulting services. For more information, please visit www.convio.com.



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

Integration Benefits

Instant registration: Register participants instantly through two marketing channels — Text Messaging and Online

Rich integration: Eliminate the need to run manual imports and exports from one system to another

Offline data capture: Leverage this new mobile acquisition tool to easily capture electronic constituent information offline

Voice advocacy tool: Distinguish your organization from other nonprofits using voice advocacy to communicate with Capitol Hill and other decision-makers

Partial List of Joint Clients

