

Convio MultiCenter

When business units within nonprofit organizations invest in stand-alone systems, data silos are created, making it difficult to share constituent information and challenging to develop a comprehensive understanding of individual supporters. For multi-affiliate organizations, data silos can be even more problematic when national and local chapters pursue initiatives independently.

Convio MultiCenter functionality within the Constituent360™ online database solves many of these common challenges of multi-affiliate, or federated, organizations by making it easy for chapters to coordinate and share data and best practices across the organization, as needed. It enables federated organizations to support a number of autonomous business units within a single instance of Convio's online marketing platform. It was designed to facilitate a coordinated, integrated marketing strategy across departments and affiliates.

The Convio Difference

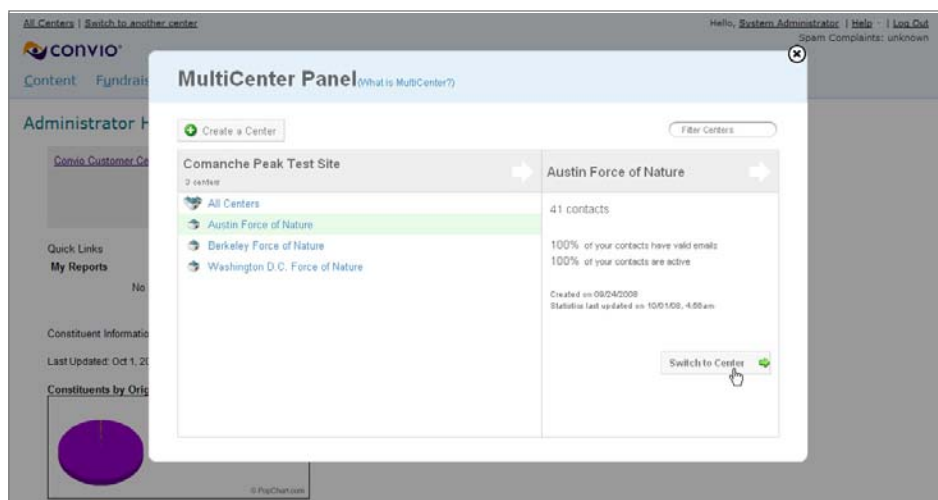
Designed to meet the unique needs of nonprofit organizations, Convio's integrated software suite includes products for fundraising, advocacy, events, ecommerce, online community, Web content management and email communications.

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.

Using MultiCenter, organizations can control access to, and share, information across multiple independent business units by creating "Centers" in Convio to house constituent data, create and launch campaigns, and manage administrative settings. Each Center can be managed at both a national level and at an individual Center level, allowing each business unit to control its web presence and email marketing efforts, including branding, content, and online campaigns.

Flexibility for Center Administrators

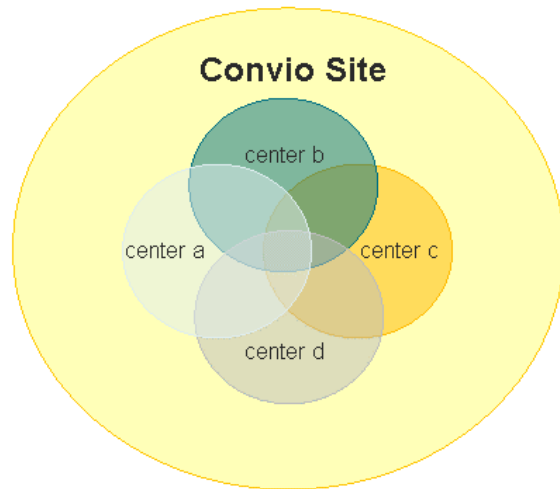
- Manage data, campaigns, and constituent relationships within a single Convio Center, without assistance from an administrator from your organization's headquarters.
- See only data relevant to your Center, including constituent lists, interests, interactions, transactions, action alerts, TeamRaiser lists, and donation campaigns lists and forms.
- Generate standard Center-level reports for donations.
- Use Report Writer to create Center-level reports for email, TeamRaiser, and Personal Events.
- Manage multiple Page Wrappers within your Center.
- Navigate easily and quickly between Centers (for cross-Center administrators).



MultiCenter includes a highly intuitive user interface for switching between Centers

Visibility and Control for Site-Wide Administrators

- Generate cross-Center reports by aggregating data from individual Centers so that a central administrator can see, at-a-glance, how the organization is doing as a whole.
- Define Center geographic territories so that constituents are automatically added to the appropriate Centers based on a Site custom zip code mapping file.
- Administer national email campaigns to a consolidated constituent list.
- Ensure branding consistency across Centers through Page Wrappers.
- Filter relevant information to an individual business unit, chapter, or affiliate, sharing only what they need or what you want them to see.
- Assign merchant accounts for use by a single Center or for use by every Center.
- Share constituent records, campaigns, content, and branding across Centers.
- Share best practices, strategies, and ideas easily across the entire organization.
- Display only interactions and transactions relevant to a specific Center in the constituent profile.
- Ensure only contacts relevant to a specific Center are accessible via the constituent profile.



Control and Recognition for Constituents

- Manage a single account with your entire organization in one place online.
- Benefit from automatic recognition within each Center to which they belong.
- Have a seamless user experience across multiple Centers, which leads to increased levels of satisfaction.
- Manage interests to multiple Centers online, including the ability to use a single click to opt out of email communications from specific Centers, while remaining opted in to national communications.



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