



“With Convio Go!, we doubled the size of our email list with our first online campaign and our year over year online fundraising has grown over 600 percent in twelve months. Now we are confidently launching sophisticated online campaigns to build our donor base.”

- Tara Tassone, Development and Communications Coordinator  
Ontario Association of Food Banks

The Ontario Association of Food Banks (OAFB) nurtures communities by providing food, funding, and solutions to reduce hunger through a network of 120 community food banks across the province. Managing the acquisition and distribution of over 7 million pounds of food annually, OAFB's network of food banks serves 375,000 Ontario residents each month – 40% of whom are children.

“We were trying to effectively raise money online,” says Tara Tassone, Development and Communications Coordinator, “but we lacked a coherent online giving strategy because our gift processing and communications systems were not integrated.” The OAFB joined the Convio Go! Program in 2009 to take advantage of the fully-integrated online toolset bundled with expert services. In just 12 months, their housefile grew from 1000 to over 11,000 subscribers. “With Convio, we had eight times as many online donations in 2009 as in 2008,” says Tara. “The increase in subscribers and the quality and frequency of online messages helped us raise over \$200,000 online for food banks.” For the OAFB, seeing significant results quickly has built staff confidence, strengthened ties within the community, and helped to reduce hunger in Ontario.

## CHALLENGE

- Used 3 different applications to manage online communications and donations, so there was no unified, holistic view of all donors and prospective donors
- Had limited opportunities to send outbound communications to existing supporters
- Needed to expand their base of supporters to meet the rising demand for services in a tough economy
- Lacked an online giving strategy, yet could not allocate adequate staff time to develop a strategy for this new channel entirely in-house

## SOLUTION

- Took part in the 12-month Convio Go!™ program, which provides participants the tools, training and support needed to achieve fast online fundraising success
- Launched an automated Welcome Series for new subscribers, a regular eNewsletter, and several successful campaigns to build community support
- Learned to craft their own web pages, donation forms, and emails to ensure the best possible experience for supporters
- Joined a 'birds of a feather' group of food banks within the Convio community, gaining insight into how to engage food bank donors

## RESULTS

- Doubled their initial email list with a housefile building campaign in support of farmers being able to claim tax credits for donating food to local food banks
- Continued housefile growth with a second campaign - “Dine Out for Hunger” – that also boosted awareness of the OAFB brand within their community
- Increased online fundraising by more than 600 percent, reaching over \$200,000 in the first year
- Tripled the number of sustaining donors through a targeted email campaign on the heels of the organization's year-end appeal

## 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](http://www.convio.com).

Austin | Berkeley | Washington, DC  
888-528-9501 | 512-652-2600 | [info@convio.com](mailto:info@convio.com)  
[www.convio.com](http://www.convio.com)

