

## CASE IN POINT: PRESBYTERIAN CHILDREN'S HOMES & SERVICES



"We wanted to go from being passive to proactive with regards to raising money online, but we just didn't have any idea where to start. When I heard about Go!, it sounded perfect - like online marketing in a box."

- Jessica Forkner, Communications Coordinator  
Presbyterian Children's Homes & Services

Presbyterian Children's Homes & Services (PCHAS) – with a history going back to 1903 – provides a variety of Christ-centered services to children and families in need, regardless of race, gender, religion, national origin, or financial resources. Licensed by the Texas Department of Family and Protective Services, they provide group homes and individual foster homes, offer adoption and in-home crisis intervention services, and give educational support to clients in Texas and Louisiana. PCHAS is a ministry of Presbyterian Church (USA) but receives no direct support from PC(USA).

PCHAS started the Convio Go! Program to strengthen their online marketing in October 2008. "We'd been using Constant Contact for really minimal email," says Jessica Forkner, Communications Coordinator, "but we'd never appealed for financial support through email. Now we reinforce our offline efforts with email, linking back to the website to expand on our kids' stories." In addition, they found their online communications to be a major source of new donors for their "Partners in Ministry" monthly giving program. They began to promote the benefits of the Partners program both offline and online (for instance, including the opportunity in all eNewsletters), and have achieved 25% growth in the program in the past two years.

Getting positive results quickly has enhanced the development team's capacity and confidence. "The first time I hit send on an email going to our whole housefile, I was terrified," says Ms. Forkner. "I had to leave the building and take a 10 minute walk," says Jessica. "But if you are committed to growing your fundraising, you'll try something new, especially with a 'safety net' like the Go! team to support you."

### CHALLENGE

- Knew they needed to strengthen their online marketing beyond the "Donate Now" button on their website, but didn't know where to begin
- Stored 4000 email addresses in their offline database, but rarely used them
- Had transitioned an "unofficial" monthly giving program into one they mailed to a small sub-set of donors, just once a year

### SOLUTION

- Entered the Go! Program after reviewing its strategic nature and aggregate results with their leadership team
- Executed on a carefully-developed online communications plan that included an automated welcome series, weekly emails, and an opportunity for supporters to act by spreading the word about PCHAS
- Broadened the availability of their monthly giving program through a multi-part email fundraising campaign

### RESULTS

- Increased confidence with the support of the Go! team's clear, simple instructions and helpful production deadlines
- Saw a 56% increase in online giving in December of 2009 vs the previous December, with no decline in offline giving
- Grew their monthly 'Partners in Ministry' giving program by 25% via multi-channel promotions, including the sourcing of 4 new major donors online

### 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).

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