



“The nature of the Go! Program was just right for us. We wanted a sophisticated system for online communications and fundraising, yet we couldn’t dedicate staff time to start from scratch and reinvent the wheel. Instead, the experienced Go! team guided and supported our existing PR and development staff, helping us raise, in just the first 12 months, nearly twice our investment in the program.”

Director of Development
Sacramento SPCA

The Sacramento Society for the Prevention of Cruelty to Animals (SSPCA) was established in 1894 and is dedicated to ensuring the humane treatment of all animals in the Sacramento area. When the economic recession impacted their region, the SSPCA saw a marked increase in animal intake. But, because of their decision to invest in capacity building, they found themselves ready and able to boost fundraising, too.

Observing the vast sums of money raised through small online contributions from individuals in the 2008 national election cycle, the Sacramento SPCA decided to embrace the online medium for its PR, marketing, and relationship-building strengths, in addition to its fundraising capacity. With limited staff resources, they chose Convio’s Go! Program for its expert guidance and precise focus on proven high-impact strategies. After all, they had a record number of animals to place in loving adoptive homes.

“What had been daunting became doable, with reliable guidance and a steady pace. The best practices – such as sending an automated email welcome series to all website inquirers, don’t have exact parallels in the world of direct mail, and might have been missed. But the program components all work together to maximize results. Frankly, if we’d been as confident, before, that we could join the 21st century so smoothly and successfully, we might have acted sooner.” – Director of Development, Sacramento SPCA.

CHALLENGE

- Online fundraising had been very modest, with more emphasis on traditional methods such as direct mail, vehicle donations and estate planning
- Saw more immediate opportunities to connect with constituents when, before, many weeks may have gone by between communications
- Had very limited resources to dedicate to launching a new online fundraising program (and concerned about taking on too much, too soon)
- Wanted a solution that could grow with them if it proved successful (instead of necessitating another disruptive overhaul)

SOLUTION

- Selected Go!™ for its bundle of online fundamentals - software, strategy, and campaign production support – to get fast proof that 21st century fundraising would deliver
- Launched the “eTales” monthly email newsletter to engage supporters more regularly - sharing accomplishments, opportunities and challenges with the larger SSPCA family
- Increased efforts to add email addresses through existing channels and a GO!-led housefile building campaign
- Fielded 3 online campaigns to engage new prospects and convert prospects into donors

RESULTS

- Quickly proved that modern multi-channel fundraising techniques would work for their shelter
- Added thousands of new constituents and prospects to their email housefile
- More than doubled monthly recurring gifts
- Increased online revenue nearly five-fold (2009 vs. 2008)
- All while: providing care for over 12,000 animals, hosting three major events, coordinating 1,300 volunteers, vaccinating 10,000 animals, and providing over 16,000 life-saving spay/neuter surgeries

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.

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