



RESOLVE: The National Infertility Association is a nonprofit organization established in 1974 that improves the lives of women and men living with infertility.

## THE CHALLENGE

RESOLVE addresses the public health issue of infertility by providing a sense of community and identity for both women and men. Before Convio, RESOLVE had difficulty providing their assets efficiently and effortlessly to their donors and advocates. Their website was complex and hard to navigate, causing many viewers to give up and look elsewhere for help. RESOLVE had so much information and valuable resources to share, that they needed a simplified way for those who needed help to find it immediately. RESOLVE also needed a way to bring their members together and spread the sense of community throughout the country, helping families struggling with infertility feel less isolated. Support resources were available, but were hard to locate within the RESOLVE site.

## THE SOLUTION

RESOLVE redesigned their entire web presence, including 10 regional sites and 3 microsites with the support of Charity Dynamics, an Authorized Convio Solution Provider. In addition, RESOLVE optimized their use of Convio Online Marketing and Advocacy from ad hoc action alerts in individual states to a national Advocacy Day that leveraged multichannel engagement enabling supporters to take action in-person or online. This opened the door for more opportunities for RESOLVE to raise awareness and enhance support for their cause.

First, was the creation of an Advocacy Day microsite. Advocacy Day was an event held by RESOLVE where anyone could join and participate in confronting Congress on infertility awareness. This was a large endeavor for RESOLVE to handle and they needed to utilize every channel they could to make it a success. With the microsite came three options for members to participate: write a letter to your congressman, share your story, and “mark your place” on the map. People were encouraged to write a letter to their local congressman and on Advocacy Day, many marched to their local capitol to create a presence of unity and awareness. For those that couldn’t join their local chapters on Advocacy Day, the microsite held a feature that allowed them to “mark their spot” on the map, helping create a sense of participation nationwide. In addition, the microsite provided a place for people to share their stories, their struggles with others, producing a network of people helping people.

## QUICK SUMMARY

- Georgia Chapter helped defeat a dangerous and major legislation bill by using Convio Advocacy in combination with Facebook. The bill would have sent fertility treatment back twenty years by limiting the number of eggs that can be fertilized, how many eggs may be transferred to a woman’s uterus, and banning embryo freezing.
- Supporter messages to legislators increased 177% from the previous year.
- Fundraising dollars were boosted by 12% from consistent, scheduled online fundraising appeals.

“The Convio Platform has enabled us to move from a service-based organization to one that is focused on a cause-based movement. It has made us impact more people than we could without it and shown people that an organization of ours size can make a difference.”

— Rebecca Flick, Director of Strategic Partnerships & Projects

Next, was the redesign of RESOLVE's website. The goals for the site included easy access to resources, a rotating homepage banner that featured important content, and developing pathways to direct visitors to the more relevant place on the website. With all the information RESOLVE stored, the site needed to be cleaned top to bottom and reorganized in a user-friendly way. With the redesign, RESOLVE also created an online fundraising appeals calendar that included a monthly renewal email, event messaging, and special appeals. The site originally was split up into many pages for all the different audience members, but with Convio CMS, the site was transformed into a site that reaches all audiences, with structured navigation and a clearer path for sponsors.



## RESULTS

RESOLVE uses Convio CMS, Fundraising, Advocacy, Email, and Common Ground. The organization has achieved remarkable results using this combination of Convio tools to improve their website, promote fundraising initiatives, and get people involved in advocacy issues. The microsite created a real sense of community online. The Georgia Chapter had notable success with the microsite using Convio Advocacy in combination with Facebook and Twitter to help defeat a dangerous and major legislation bill in Georgia. The bill was going to send fertility treatment back twenty years by limiting the number of eggs that can be fertilized, how many eggs may be transferred to a woman's uterus, and banning embryo freezing and doctor compensation for donor egg, sperm, and embryo. Overall, supporter messages to legislators increased 177 percent from the previous year, and by using a consistent online fundraising appeals schedule, fundraising dollars were boosted by 12 percent. In recognition of their important work, RESOLVE won an Innovator Award in the Best Overall Use of Convio category for their remarkable results using this combination of Convio tools to improve their website, promote fundraising initiatives, and get people involved in advocacy issues.

## CONCLUSION

By using Convio Common Ground and Convio Online Marketing together, RESOLVE has a complete view of constituent activity, and sends targeted messages to different audiences, ensuring they receive the right information and services at the right time.

## ABOUT CONVIO

Convio is a 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).