CONVIO ONLINE MARKETING

WELCOME TO CONVIO

You're focused on moving your organization's mission forward. That means you need to inspire and mobilize more people to support your organization. You've got to *move* people.

Lots of people.

CONVIO ONLINE MARKETING

Consider this. These days almost all of your supporters and potential supporters are online. The Internet is a critical link between you and your constituents. It fundamentally changes the way nonprofit organizations like yours reach and motivate donors and other supporters, and develop long-term relationships with them. It's fast, effective, and allows you to reach more people than you could reach through direct mail, telemarketing or other traditional programs alone.

At Convio, we provide a suite of software and services that help you use the Internet to power your communications program. Our online marketing suite includes products for fundraising, advocacy, event fundraising, ecommerce, web content management and email communications. And, these products all share the online marketing database, Constituent360™, giving you a complete view of your constituents' online interactions with your organization in a single database. This integration helps you communicate with your constituents in a more coordinated and personal way, and drive greater response.

We also understand that as the world evolves, so does your organization. So, you need a flexible solution. That's why we make sure you can integrate our online solutions with the industry's leading donor databases and Web 2.0 applications.

MOVE PEOPLE

Convio's suite of online software helps you leverage the effectiveness and efficiency of the Internet to inspire and mobilize your donors and other supporters. You can choose Convio software applications for specific functions in your organization, or combine them for a complete approach to engaging your constituents online.

Fundraising

Convio Fundraising gives you tools to build and foster donor relationships online while raising donations and membership revenue. You can tailor campaigns to donor interests and motivations, and customize online content, gift levels and campaigns to individual donor preferences — helping you grow online gifts. You also can identify online fundraising trends based on donor status, geography and other factors to help you better understand and target your donors.

ACCORDING TO THE LATEST NONPROFIT RESEARCH*

AN ESTIMATED $3 BILLION WAS GIVEN TO NONPROFIT ORGANIZATIONS ONLINE DURING THE 2008 HOLIDAY SEASON	MORE THAN 89 MILLION ONLINE CONSUMERS PLANNED TO DONATE TO CHARITY VIA THE INTERNET DURING THE 2008 HOLIDAY SEASON	51% OF MAJOR DONORS PREFER DONATING ONLINE OVER TRADITIONAL CHANNELS	80% OF MAJOR DONORS GIVE ONLINE

* Convio, Sea Change Strategies, and Edge Research, "The Wired Wealthy: Using the Internet to Connect with Your Middle and Major Donors," 18 March 2008
* JupiterResearch, "$3 Billion is a Click Away," 27 October 2008

With **Convio Personal Fundraising**, you can let your constituents create personal fundraising websites in honor or in memory of a friend or loved one — straight from your website. A constituent can share a personal story through easy-to-use web content tools, send emails to friends and family asking them to visit the site, and request donations on behalf of your organization. These ongoing tributes help you raise funds, reach new constituents, and put a personal face on your organization while providing your constituents with a convenient way to support your mission.

Events

TeamRaiser™, for organization-hosted event fundraising, allows you to empower your most valuable assets — your supporters. It gives them a convenient, effective way to solicit donations from friends and family in support of your cause. With TeamRaiser, you can give your volunteers the tools to create personal or corporate team websites associated with your organization's run, walk, or ride events; give them email capabilities to solicit secure online donations from friends and family; and let them access reports for measuring fundraising progress at the individual or team level.

Convio Personal Events, for constituent-led events, lets you give your supporters easy-to-use online tools to organize and host local events, such as movie nights or clean-up walks, in support of specific organization goals and campaigns. With Personal Events, your organization can attract new supporters, build a community, and influence fundraising by leveraging your constituents and their personal contacts.

eCommerce

Convio eCommerce combines a familiar online store format with fundraising tools that help you drive support for your organization. You can create an online store, sell merchandise, and motivate shoppers to get involved with your organization in other ways. By collecting and using information about their interests, you can cross-promote other opportunities to shoppers and develop a deeper, longer-term relationship with them.

Web Content Management

Your website is integral to your constituent relationship management strategy. Creating and updating website content to deliver your message is critical to building

stronger constituent relationships. We provide you with the capabilities you need to create and update website content and manage your entire website. With the right strategy and the right tools, your website can be a powerful vehicle for engaging constituents, reaching new supporters, driving donations, advancing legislative issues and building long-term support.

Advocacy

Convio Advocacy delivers the online tools to help you build a loyal network of constituents who are ready to support the issues most important to your organization. With easy ways to create and send online notification of action alerts, Convio helps you to ensure your constituents can take action immediately. Your activist base will grow as you invite donors and other supporters to take action, and as your action network forwards information to friends and family.

Email Marketing

Convio gives you the **email capabilities** you need for high-impact communications that drive membership, increase donations, foster advocacy, raise awareness and improve volunteer participation. You'll be able to motivate constituents to respond and participate at higher rates.

EXTEND YOUR ONLINE REACH

By integrating our products with the latest online technology such as social networking sites, online calendars, photo sharing, viral video, and mapping mashups, Convio helps you tap the power of new web channels. We also offer tools for rich web applications to provide a more compelling constituent experience, and integration options to help you more effectively manage constituent data.

APIs

Convio APIs give you the freedom to innovate by allowing you to develop separate, custom-built applications that integrate with Convio solutions. With API documentation publicly available online, Convio fosters a collaborative community environment in which organizations can share APIs and leverage them in unique ways.

IN A SINGLE YEAR,
SUSAN G. KOMEN DENVER
RACE FOR THE CURE® RAISED

$1,593,469

IN ONLINE REVENUE WITH
CONVIO FUNDRAISING SOLUTIONS

400%

THE INCREASE IN FUNDS RAISED BY THE SPCA OF WAKE COUNTY FOR ANNUAL DOG WALK EVENT USING CONVIO TEAMRAISER

Extensions

Convio Extensions allow you to take advantage of the rapid adoption of social media sites to reach new and existing supporters. You can leverage popular platforms, such as Facebook® and MySpace® to cultivate constituent relationships without sacrificing the personal nature of their interactions.

Database Connectors

Convio Database Connector and **DataSync** technology provide the framework for exchanging data between Convio online marketing products and offline databases. We integrate with salesforce.com®, Blackbaud's The Raiser's Edge® and Team Approach®, SofterWare DonorPerfect™, and others to ensure that the data you gather online is complete and available for all of your needs.

UNDERSTAND YOUR CONSTITUENTS

Collecting and using constituent data helps you get to know your supporters and develop relationships that drive ongoing support for your organization. Convio includes the capabilities you need to leverage constituent data for your online program.

Constituent360

All Convio online marketing products share a single online marketing database, **Constituent360**. It's a sophisticated database that collects information and builds constituent profiles over time. As constituents interact online with your organization by making donations, clicking email or web page links, responding to email advocacy alerts and more, you'll build a complete view of your supporters and their interests. You'll also have reporting capabilities to monitor and analyze your online success. Constituent360 integrates with our Common Ground™ CRM system, and with today's most popular donor databases.

Convio MultiCenter functionality within the Constituent360 online database solves many common challenges of multi-affiliate or federated organizations by making it easy for chapters to coordinate and share branding, data and best practices across the organization. Organizations can

support multiple business units within a single instance of Convio's online marketing platform to facilitate a coordinated, integrated marketing strategy across departments and affiliates.

ENSURE YOUR ONLINE SUCCESS

If you add strategy, expertise and execution to Internet software, you get online programs that make a real difference for your organization. That's why we back our software with a knowledgeable team of experts dedicated to helping you succeed online.

Deployment and Integration

From **launching** your Convio project to **learning** how to use our software most effectively, we are here to help you at every step. To get you up and running quickly, we provide convenient classroom and web-based training, project supervision by experienced project managers, and advice on web and email design services.

Education and Support

Convio is committed to providing the highest quality of **ongoing support**. We offer a variety of training programs as well as an online client community and email newsletter with tips and examples of proven practices to help you grow. Our curriculum is designed to provide you with a combination of lecture, demonstration, and practical hands-on exercises to enhance your learning.

Success Services

Our **Client Success Services** team offers strategy and campaign management consulting to help you define your online plan, set goals, implement online campaigns and analyze results. This team can supplement your existing resources or serve as your outsourced interactive team. In addition, **Convio's partner network** offers an active community of leading strategy, services and technology firms that serve the nonprofit sector.

NONPROFIT TECHNOLOGY THAT REALLY MOVES PEOPLE

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.

CONVIO®

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