

Children's Cancer Research Fund



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"Children's Cancer Research Fund has been thrilled with the ease of use of Convio. Although we occasionally feel daunted by the quick growth of online fundraising and all of the new savvy techniques that are being implemented, Convio provides the tools necessary to roll out these techniques when we are ready to try them."

— Jenny Weisser, direct mail and Web manager, CCRF

About the Children's Cancer Research Fund

Children's Cancer Research Fund is a \$13 million nonprofit organization committed to funding innovative and progressive research in the fight against childhood cancer. For more than 25 years, Children's Cancer Research Fund has been fighting to save children from cancer. Those battles have been fought with strength and perseverance and an unwavering dedication to eliminating the disease that has stolen too many children from the world already.

The Challenge	The Solution	The Results
<ul style="list-style-type: none"> Recognized the cost-efficiency and effectiveness of adding the Internet to its fundraising and outreach programs, but struggled with existing online solution that was too difficult to use for a small nonprofit organization with 11 staff members and no IT staff Online solution was not user friendly, required significant customization and crashed frequently Relied on pro-bono services to accomplish online programs, and therefore was unable to get programs up and running quickly Needed a solution that was easy for staff members to learn and use, while being powerful enough to drive positive results 	<ul style="list-style-type: none"> Selected Convio for an easy-to-use solution that includes tools for email communication, online fundraising, events/ticketing, volunteer fundraiser events, online surveys and email greeting cards Launched Convio solution within three weeks Staff members now use Convio to send monthly email newsletter with customized content and high-impact graphics Online surveys collect valuable information for improved constituent communication Integrated online solution increases efficiency by sharing information among functions and offline database 	<ul style="list-style-type: none"> Significant Web revenue and traffic growth since Convio implementation Greatly reduced the "go live" time needed for events and new volunteer fundraisers Now automates tasks that were highly manual in the past (partnership proposals, direct mail changes, additions and deletions) Established regular email communications that assist with donor action/loyalty

The Convio Difference

Designed to meet the unique needs of nonprofit organizations, Convio's integrated software suite includes products for fundraising, advocacy, events, ecommerce, online community, Web content management and email communications. All products include Constituent360™, a sophisticated online database that centralizes constituent data and integrates with offline databases. It shares data about all online interactions, ensuring you have a complete view of each constituent, which is critical to effective online programs.



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