

## Citizens for Global Solutions



“Convio is helping us reach out to a younger group of potential donors, and ensure support now and for the future. We’re reaching more people and driving more dollars than we could through traditional direct mail alone since we have a limited budget and small staff.

— Valerie Schrock, Director of People, Advocacy and Outreach  
Citizens for Global Solutions

### About Citizens for Global Solutions

Citizens for Global Solutions is a nationwide organization that inspires America to engage the world. The organization believes that countries can best solve global problems by working together to find global solutions. The group promotes closer American cooperation with and support for international institutions capable of responding to the threats and challenges of a new century.

The Challenge	The Solution	The Results
<ul style="list-style-type: none"> <li>Recognized that its aging constituent base threatened its ability to drive long-term support, so sought to reach out to new and younger donors</li> <li>With a limited budget of less than \$5 million, needed a low-cost supplement to direct mail for recruiting donors and engaging them in a long-term relationship</li> <li>Small staff of 10 in 2004 needed an easy-to-use solution for touching constituents regularly and converting them into activists and lifelong givers</li> </ul>	<ul style="list-style-type: none"> <li>Selected Convio in 2004 for email marketing and online fundraising and advocacy capabilities; chose Convio because tools were cost-effective</li> <li>Solution includes easy-to-use, but powerful online tools that small staff can use to deliver content and solicit donations</li> <li>Organization now runs online contests using email to solicit interactive games, movies and more, then asking the community to vote on a winner</li> <li>Uses Convio online survey tools to capture information about site visitors, and uses Tell-a-Friend capabilities to drive referrals</li> <li>Uses Convio fundraising tools to convert new constituents to donors</li> <li>Sends advocacy-based emails to mobilize constituent base when global issues go before Congress</li> </ul>	<ul style="list-style-type: none"> <li>In 2006, ran online contest soliciting FLASH movies that drove 9,000 new registrations to its Web site</li> <li>In 2005, ran online contest that drove 3,000 new constituents under the age of 30 to register on its site</li> <li>Email address file now composed of more than 75 percent of constituents under age 30</li> <li>Online contests have resulted in publicity through several local media outlets</li> <li>Tied fundraising campaign to an advocacy campaign, encouraging activists to give; average gift was two times the size of the organization’s typical average gift</li> </ul>

### The Convio Difference

Designed to meet the unique needs of nonprofit organizations, Convio’s integrated software suite includes products for fundraising, advocacy, events, ecommerce, 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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