

Paralyzed Veterans of America



“Before Convio, our online fundraising efforts were limited to a single donation page on our Web site, which people landed on mostly by chance. Following a redesign of the Web site with a donor-centric focus, our interactive strategy has risen to a new level. We can now engage existing donors, as well as new donors, in a meaningful and cost-effective way.”

— Nichole Krieger, Director of Direct Marketing
Paralyzed Veterans of America

About Paralyzed Veterans of America

Founded in 1946, Paralyzed Veterans of America (Paralyzed Veterans) is a 501(c)(3) nonprofit, congressionally chartered veterans service organization dedicated for the benefit and representation of veterans with spinal cord injury or disease, all veterans and people with disabilities. Paralyzed Veterans relies heavily on the generosity of patriotic Americans to make all programs possible, such as disabled veterans' advocacy, employment training and services, health and benefits counseling, medical research and wheelchair sports.

The Challenge	The Solution	The Results
<ul style="list-style-type: none"> ▪ Constituents weren't engaged online ▪ Needed to broaden organization's appeal to a wider audience of potential supporters ▪ Online fundraising limited to one donation page on Web site ▪ Direct mail was the main vehicle for donor solicitation, but rising costs of printing and postage prompted the need to seek other revenue channels ▪ Limited number of email addresses (18,000), despite enormous database of constituents (16.6 million) ▪ Web site content was static, outdated and failed to effectively communicate the organization's mission, services, fundraising and advocacy efforts; process to update content was cumbersome and costly 	<ul style="list-style-type: none"> ▪ Selected Convio's fundraising, email, and content management solutions to facilitate a more strategic and holistic approach to overall constituent engagement activities ▪ Can easily and cost-effectively test a variety of email messages and fundraising campaigns online, and track effectiveness ▪ Able to leverage detailed metrics to develop and enhance fundraising strategies, both online and offline ▪ Segmentation by source is straightforward, and helps cultivate and retain supporters ▪ Updates to Web site are quick, easy, and no longer require external technical expertise 	<ul style="list-style-type: none"> ▪ Increased online revenue 170% in first year of using Convio solutions compared with previous year ▪ Created online communication program to regularly reach supporters in a targeted way, without leading to "email fatigue" ▪ Executed "Memorial Day Quiz" email campaign in May 2006; generated 27,000 responses, increased total gifts by 41%, grew average gift size by \$3.27 ▪ Increased overall constituent engagement; online average gift size 65% larger than offline ▪ Launched "Virtual Wall of Support" campaign; targeted 1 million constituents with emails; received 10,000 responses within one week ▪ Grew email list to 1.2 million through an email append and targeted monthly email campaigns to these constituents.

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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