American Diabetes Association

About American Diabetes Association
Founded in 1940, ADA is the nation’s leading 501(C)3 nonprofit health organization providing diabetes research, information and advocacy, conducting programs in all 50 states and the District of Columbia. The mission of the Association is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. To fulfill this mission, the ADA funds research, publishes scientific findings, provides information and other services to people with diabetes, their families, health professionals and the public. ADA is also actively involved in advocating for scientific research and for the rights of people with diabetes.

Challenges
Prior to selecting Convio, the ADA developed its own online tools that did not offer the functionality, efficiency or scalability that the ADA needed to manage constituent relationships across its programs. To grow these programs, the ADA sought to increase event participation and revenue; develop ways to reach a younger audience for its walk and bicycling fundraising events; and better leverage the organization’s online capabilities to manage multiple fundraising events and activists across the country.

The Convio Solution
Convio’s integrated eCRM tools allowed ADA to create a robust online marketing program for its events, advocacy, fundraising and marketing initiatives that would increase its capacity to recruit constituents and deepen relationships by using:

- **Convio TeamRaiser™** to cultivate and mobilize ADA’s base of active volunteers by providing online registration and fostering peer-to-peer online fundraising around signature events;
- **Convio DataSync** to exchange and sync data from Convio’s online database to ADA’s offline database to track participation and donations;
- **Convio Email Marketing** to more effectively engage constituents through contributed content functionality and viral marketing;
- **Convio Tributes** to deepen engagement by providing tools for constituent-led fundraising; and
- **Convio Advocacy** to communicate with and mobilize activists to educate legislators on key issues.

Summary
Within four years of working with Convio, ADA increased participation in its advocacy campaigns and deepened engagement with volunteers, donors and constituents through creative online fundraising, cross promotion with ecommerce offerings, and support for constituent-led fundraising. Since working with Convio, ADA has generated over $34 million in online revenue, grown its email house file to more than 700,000 constituents, and engaged 82,525 advocates to generate 857,034 messages to legislators.

“Convio provides ADA with a way to understand the unique needs of individual constituents, and helps us enrich their online experience.”
— Dr. David Nickelson, Director, Internet Strategy & Operations
American Diabetes Association
ADA uses Convio TeamRaiser for its Tour de Cure™, raising $6.3 million online in 2007.

The Results

- Generated over $34 million in online revenue since 2004;
- Increased online revenue 35% to $11 million in 2007, exceeding fundraising goal by $3 million;
- Grew email house file by 15% in 2007 to 739,967 constituents;
- Raised over $200,000 in online revenue from its first Gift of Hope online campaign to drive traffic to its online catalogue; and
- Engaged 82,525 advocates who have generated 857,034 messages to legislators.

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.