

American Diabetes Association



“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

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.

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.

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.

Sign In: [Forgot Your Password?](#)

American Diabetes Association
Tour de Cure 2008 REGISTER DONATE VOLUNTEER ABOUT CONTACT

FIND YOUR LOCAL TOUR
 Select a state...

Take the Ride of Your Life.

REQUEST INFORMATION TOP TEAM FUNDRAISERS Team CLS, Cleveland, OH rated \$38,738

TRAINING

FUNDRAISING

TEAM UP!

WHY WE RIDE

THANK YOU GIFTS

TELL A FRIEND

NATIONAL TEAMS

AT&T

GOLD'S GYM

JOHNSON & JOHNSON

VALERO

DIGNITY MEMORIAL

Tour de Cure Videos

Welcome
 Tour de Cure is a series of fund-raising cycling events held in 40 states nationwide to benefit the American Diabetes Association.

The Tour is a ride, not a race, with routes designed for everyone from the occasional rider to the experienced cyclist. Whether participants ride 10 miles or 100 miles*, they will travel a route supported from start to finish with rest stops, food to fuel the journey and fans to cheer them on!

Last year, more than 32,000 cyclists in 78 Tour events raised nearly \$13 million to support the mission of the ADA: to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

Take the Ride of Your Life. [Sign up today.](#)

[Register](#) or [Request More Information](#) online, or by calling your local American Diabetes Association office at **1-888-DIABETES**.

*Ride route distance varies from event to event.

No one ever told me what having diabetes meant.

When Christy Davis was diagnosed with diabetes at age 20, she did not know anyone with the disease, nor did she understand what it meant to live with it. [Read more...](#)

Win a signed pro jersey!

Tour de Cure's national media sponsor, Discovery Health Channel, has generously provided all Tour de Cure participants a chance to win an autographed Discovery Health Pro Cycling Team jersey. All the members of the 2006 Discovery pro cycling team have signed the one of a kind jersey. One winner will be selected at random from all registrants. Click here to see the jersey.

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powered by

ADA uses Convio TeamRaiser for its Tour deCure™, 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.



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