

EASTER SEALS

Creating a consistent brand and design, with accessible content, across multiple Web sites.

"Convio helps us maintain a consistent brand across our more than 100 Web sites, and helps ensure that all of our sites are accessible to people with disabilities. It also gives us a low-cost way to communicate with the world compared with the cost of print communications."

—Shirley Sexton, assistant vice president, Internet marketing, Easter Seals

ABOUT EASTER SEALS

Easter Seals (www.easterseals.com) has been helping people with disabilities and special needs, and their families, live better lives for more than 80 years. With 13,000 staff members and thousands of volunteers across its national office and 90+ regional affiliate offices, Easter Seals offers a variety of services. From helping someone improve physical mobility, return to work or simply gain greater independence for everyday living, these services help children and adults with disabilities address life's challenges and achieve personal goals.

THE CHALLENGE

Easter Seals, the 17th largest charity in the United States, traditionally has relied on direct mail for its fundraising programs. But in 2001, the organization took a hard look at its online presence.

With direct mail as its bread and butter, Easter Seals had not invested aggressively in its online presence, so many of its 88 affiliates had created their own Web sites independently. The organization also had a national headquarters Web site, an extranet site, more than 40 event sites and a site for Project ACTION, a federally-funded program for improving access to public transportation for people with disabilities. The Web sites had inconsistent branding and logo treatments, and few met the online accessibility standards for people with disabilities.

With an offline donor average age of 72 years, Easter Seals realized it needed to better leverage its Web sites to extend its reach to the younger group of donors who increasingly research giving options online. The organization needed a solution that would integrate its Web sites on a single system and provide a consistent, accessible experience for all site visitors, regardless of ability.

THE CONVIO SOLUTION

After researching options, Easter Seals chose Convio for a hosted solution that includes software for Web content management, online fundraising and marketing, events and email communications — all in one online system.

"We chose Convio after weighing the option of a custom-built solution," said Shirley Sexton, Easter Seals' assistant vice president of Internet marketing. "While a custom solution could give us brand control and accessibility features, we recognized that it would be more expensive, take longer and would be more of a maintenance hassle than using an existing, hosted solution. Convio meets our needs with a faster, less expensive option."

HIGHLIGHTS

In three years of using Convio, Easter Seals has achieved strong results online:

Better Outreach

- Grew list of email addresses from 500 to more than 170,000
- Experiences average of 1,200 new registrants on national and affiliate Web sites (combined) each month
- Sends monthly email newsletter with local information targeted to each recipient
- Named to *The Nonprofit Times*' exclusive list of "hot" Web sites

Coordinated Online Brand

- Launched 76 affiliate Web sites with consistent branding and design
- Plans to have all affiliates powered by Convio by August 2006

Improved Online Accessibility

- All Easter Seals Online Network sites comply with established guidelines for eliminating barriers on the Internet for people with disabilities

Easter Seals has transitioned the majority of its affiliate sites, more than 40 localized event sites and three national sites — a total of more than 100 Web sites — onto the Convio system. The organization has established a consistent user experience throughout this online network, while allowing affiliates to maintain their own content.

Web site visitors now easily move between Easter Seals' national Web sites and local affiliate sites using an affiliate locator search function; visitors see consistent branding and design no matter which site they visit. Affiliates are using the new online tools to publicize local fundraising events, such as wine tastings, raffles and galas. In addition, Convio's accessibility checker helps Easter Seals ensure its online content is accessible to everyone.

Easter Seals uses Convio TeamRaiser™ to power its Walk With Me fundraising event series. TeamRaiser gives Easter Seals a scalable, reliable tool to manage this nationwide series of walk events across all of its affiliates. It also enables the organization to give volunteers online tools to raise funds and awareness on behalf of the organization.

Convio also powers Easter Seals' monthly email newsletter, used to cultivate online donors and other supporters. This newsletter not only helps Easter Seals communicate regularly with its constituents, but also enables affiliates to easily provide local content to constituents in their areas.

"This is a major step in constituent relationship management," Sexton said. "It allows us to provide each constituent with a customized newsletter, including information about what's going on in his or her community, even if we have no more information about him or her than a ZIP code."

SOLUTION AT-A-GLANCE

Easter Seals implemented a Convio solution that includes the following:

- **Web Site Center** — for easily creating and managing personalized Web content
- **Fundraising Center** — for building relationships and raising funds online
- **Email Marketing** — for expanding the support base via email marketing
- **Advocacy Center** — for mobilizing activists on a national, regional or local basis
- **TeamRaiser™ Center** — for managing volunteer fundraising events online
- **Constituent360™** — for storing constituent information to facilitate marketing and communication

RESULTS

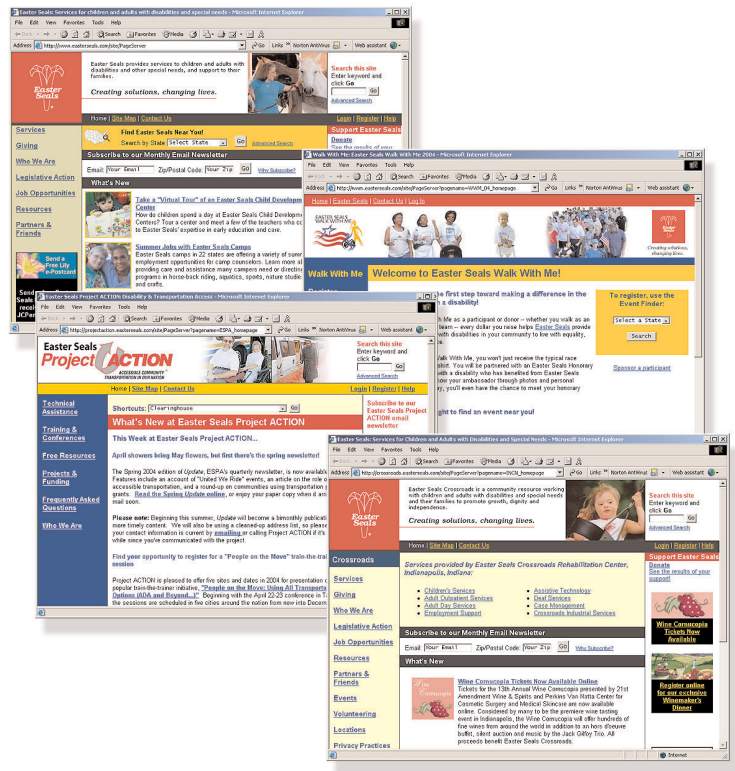
Using Convio, Easter Seals has improved outreach, coordinated its brand across its online network and improved online accessibility — all with a single, integrated software solution:

Improved Outreach — Easter Seals has extended its reach beyond its traditional offline constituent base to a growing online constituency. Using its monthly email newsletter, the organization regularly reaches constituents with information specific to each constituent's geographic location. In addition, Easter Seals communicates with constituents based on their email preferences — sending fundraising campaign messages, Walk With Me and other affiliate event updates, and notifications on legislative and advocacy issues affecting people with disabilities.

Coordinated Brand — More than 100 Easter Seals Web sites run on Convio, and the entire Easter Seals Online Network offers a consistent user experience. The affiliate locator search function on every Web site ensures brand consistency, and also allows Web site visitors to find exactly the information they need at their local affiliate sites.

One visitor who had read in the newspaper about a local physical therapy program went to the Easter Seals affiliate Web site to find more information, eventually giving Easter Seals a \$100,000 donation. The organization points to this as an example of the importance of a coordinated online presence.

In addition, affiliates have begun to embrace the Internet, using the online tools to publicize local fundraising events and programs. Many affiliates also have reported that their large dollar donors mention visiting the affiliate's Web site as a



With Convio, all Web sites in the Easter Seals Online Network have a cohesive brand and design that promote a consistent user experience.

positive and important step in their decision to make a gift to the organization *offline*.

Improved Online Accessibility — Using Convio's accessibility checker, Easter Seals continues to ensure content accessibility with each new Web page. Issues addressed include the ability to see, hear, move or process different types of information; the ability to use a keyboard or mouse; and use of a text-only screen-reader, a small screen or a slow Internet connection.

ABOUT CONVIO

Convio is the leading provider of software and services that help nonprofit organizations use the Internet to build strong constituent relationships to drive support and participation. Convio has online solutions for fundraising and membership, advocacy, special events, volunteer fundraising, Web site management and email communications.

FIND OUT MORE

To learn more about how Convio can help your nonprofit organization manage constituent relationships more easily and productively, contact us today:



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