

Convio Widgets

Empowering Constituents to Drive Support

New Convio Widgets are a great way to build your constituent base by empowering your most ardent supporters to spread the word on your behalf via their personal networking sites, blogs and email. Widgets can be a highly effective form of viral marketing

Personal networking sites such as MySpace have become very popular because they allow individuals to network with new contacts and old friends and express themselves through emails, blogs and numerous other methods. Convio Widgets provide an easy way for constituents to show their support for your cause while driving others to your Web site to learn about your organization or take an action.

What are Convio Widgets?

Convio provides tools that enable nonprofit organizations to create portable call-to-action blocks in the form of Convio Widgets. Convio Widgets are posted by constituents wherever they can publish HTML content. Widgets link back to a target URL on the nonprofit's Web site, where new visitors can donate money, respond to an advocacy alert or register for an upcoming event. Widgets let constituents take a more active role in supporting the organization while helping to build your constituent base.

What are the benefits of Convio Widgets?

Integrated in Convio Products. Convio Widgets functionality is included with Convio Fundraising, TeamRaiser, or Advocacy so that organizations can increase participation in special events by enabling constituents to display widgets promoting the event, help supporters solicit more donations by using widgets which resemble graphical meters and display progress toward personal fundraising goals and generate stronger grass roots advocacy support by allowing constituents to use widgets promoting particular advocacy campaigns.

Administrative direction. Administrators can create banners or decals related to the organization's key objectives, set messaging and establish a target URL destination for site visitors.

Ease of use. Users can grab code and place it anywhere they would normally publish HTML content. They can simply post the Widget as you've designed it or configure it to show progress against their specified goals.

Constituent-driven fundraising and advocacy. The Outreach Widget on the constituent's personal networking site links friends and family back to a designated URL on your Web site asking them to donate, take action or register for an event.

Detailed reporting. Friends and family taking action through a widget are added automatically to your master Constituent360 database, which expands your house file of donors, activists and event participants. Convio reporting tools also capture the original referring constituent as the referring source for these actions, allowing your organization to recognize and reward those constituents who are most innovative, persistent and effective in their personal outreach efforts.

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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