

Convio Personal Events

With Convio Personal Events, you can empower constituents and build enduring support for your organization. Personal Events allows you to provide constituents with easy-to-use online tools that enable them to organize and host different types of events in support of specific organizational goals and campaigns. Personal Events can help your organization attract new supporters, drive awareness, build a community and influence fundraising by leveraging your organization's most valuable asset – your constituents.

How Does Personal Events Work?

It's as easy as 1-2-3. To begin using Personal Events, your organization must first establish an overall *campaign* or subject matter, such as "Save the Trees" or "Protect Social Security." Second, you will create and publish various types of *activities* that support the campaign. Activities can be wide-ranging and include anything from nature hikes or movie nights to protests or house parties. Third, constituents volunteer to host a specific *event* based on your organization's recommended activities. Hosts determine the logistics of their event (what, when, where, etc.) then recruit and invite others to participate.

Event Creation and Promotion Tools

Easy Setup. In a few simple steps, anyone can create an event of their own. No knowledge of HTML or web design is necessary. Your constituents simply describe the basics of the event: why, where and when.

Event Page Personalization. Event hosts can personalize their event page with a text and images. Hosts can also choose to make their event private or public. Private events allow the host to only allow invited guests to attend. Public events are available on the public search results and can be attended by anyone.

Personalized Event URL. Event hosts can create a unique Web address that point directly to their event page, to help people easily locate their event.

Personal Address Book. Event hosts can easily upload all of their contacts from their other online address books using Convio's integration with Plaxo.

Suggested Message Template. Event hosts can use the suggested message templates, or customize their own messages, to invite their friends and neighbors to attend their event, send a reminder for the event, and thank those that attended.

Evite-like Guest Summary. The intuitive guest summary lets event hosts see who has been invited, who has accepted or declined, and how many open spots are available, with just a glance.

Efficiency for You Staff

Global Activity Types. Your staff can create a set of global activity types that can be reused in many Personal Events campaigns. By using activity types, your organization can ensure that the waiver forms used are consistent across the various efforts, rather than tie up your legal resources writing many versions of waivers.

Host and Attendee Group and Interest Assignment. Easily choose group and interest assignment for event hosts and attendees, allowing easier and informed segmentation and targeting in your other campaigns.

Robust Reporting. Personal Event reports are incorporated with a report writer, making it simple to view detailed performance metrics down to the individual event and individual attendee level.



Constituent view of event registration

Constituent Engagement

Optional Donation Integration. You can easily include a donation opportunity in Personal Events campaign to help drive financial support for the organization; in addition to the time spent hosting or attending an event.

Identify Power Constituents. It takes a special constituent to open up their home in support of your cause. Personal Events easily identifies those constituents for you.

Community Building. Because you are encouraging your constituents to get together in local groups, you are building a sense of community around your organization.

Alternative Support. Not everyone shows support in the same way. By adding Personal Events to your online engagement tactics, your organization is opening up an alternative to financial support. For those constituents who have more time than money, or feel more involved by personally engaging with other constituents, Personal Events is a new avenue to show support that can be the beginning of a relationship or the catalyst needed to re-energize an existing relationship.



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