

THE ASPCA

"Convio enables us to engage a wider audience by making it easy and efficient for ASPCA staff to frequently update Web site content as well as communicate through Web pages and email about programs and events, register site visitors and offer one-click online donation processing." — *Jo Sullivan, Senior VP, Development, the ASPCA*

ABOUT THE ASPCA

The American Society for the Prevention of Cruelty to Animals (ASPCA) promotes humane principles, prevents cruelty and alleviates pain, fear and suffering in animals. To fulfill its mission, the ASPCA must reach and establish relationships with people who care about animal welfare, encouraging them to become advocates and contribute funds to further the ASPCA's cause. The group also must renew and grow the support of existing advocates and donors. In addition, the ASPCA must communicate with animal welfare professionals to stay abreast of developments, and reach the media and legislators to promote the group's agenda.

THE CHALLENGE

The ASPCA needed to identify more people who cared about its cause and would support the organization with donations and activism. Historically, the group relied on expensive paper-based direct marketing and communication for outreach and advocacy programs, but recognized that the Internet could be a powerful, efficient means of finding new supporters, learning about them, and driving them toward action.

The ASPCA had worked with an agency to build a Web site and had deployed online advocacy and donation processing applications. While this was a good start, the group faced several hurdles:

- Its existing Internet tools were too complicated for the staff to use. The group could not easily update Web site content or run an online fundraising campaign without the help of an agency.
- Its online tools were unconnected, so functions including communications, development and advocacy were unable to cross-market or communicate consistently to constituents. Plus, the group's online system could not share data with the direct mail database, so online and direct mail efforts were not integrated, and overall campaign analysis was difficult.
- Its online tools had no surveying or profiling capabilities to collect constituent data, and no way to personalize email or Web content with information relevant to each constituent.
- Its Web site offered no interactivity and, consequently, the group was not raising significant funds online.

THE CONVIO SOLUTION

The ASPCA turned to Convio for a complete online solution that improves its online operations, including content management, fundraising, external communications and advocacy. Convio provided guidance on planning and using the tools to meet the ASPCA's goals of growing its email file, increasing donations and advocacy support, and creating a more integrated approach to engaging constituents.

HIGHLIGHTS

After using Convio for just over two years, the ASPCA has reported improved results, including:

Outreach

- 550% growth in its roster of email contacts (from 43,000 to almost 280,000)
- 5,000 online registrations per month

Motivation

- Built detailed profiles on 20% of constituents
- 60,000 action alert emails delivered monthly

Action and Loyalty

- Grew online fundraising in 2003 by 120% compared with 2002
- Grew roster of advocates by 900%
- Advocates sent 362,081 advocacy messages on the ASPCA's behalf in 2003

The Convio solution powers the ASPCA's 1000+ page Web site, which attracts 395,000 unique visitors per month, and includes features such as constituent referrals and greeting cards that are specifically designed to encourage constituents to spread the word. In addition, the Convio solution powers a graphics-rich weekly email newsletter customized by segment — such as shelter owners or dog and cat parents — and onsite surveys that instantly capture the pulse of site visitors and extend user registration by collecting interest profile data.

Before using Convio, the ASPCA used stand-alone software tools for online advocacy and fundraising. The tools did not allow the group to send targeted email messages, cross-market advocacy activities to donors or fundraising appeals to activists, or personalize Web content based upon a constituent's interests, activism or giving history. Because of this, the ASPCA did not take full advantage of its relationships with its constituents.

The ASPCA benefited from Convio's integrated approach to deepening and sustaining relationships with its constituents, keeping them informed and active, and expanding their involvement with the organization in other ways.

Because Convio provides a complete online database that tracks constituent information, the ASPCA increased its overall efficiency by easily sharing information among functions (fundraising, advocacy), and cross-marketing among its constituents. For example, the development arm of the organization can now target the advocacy group's list of activists in order to convert them to donors, and vice versa.

SOLUTION BENEFITS

The ASPCA has expanded its reach, increasing constituent involvement, building stronger relationships with activists and boosting donations — all with an integrated software solution:

Increased Support Base — With Convio, the ASPCA has the ability to register constituents online. This enables the organization to convert unknown Web site visitors to known prospects, and to build profiles — with information about each of its constituents' interests, activism and giving history. The ASPCA uses this data to build support and loyalty by treating its supporters specially — they are greeted by name when they visit the Web site; they have access to members-only Web site areas; and they see Web and email content tailored to their individual interests.

In addition to the ASPCA's ability to accept and process donations online, with Convio, the group has the ability to configure creative campaigns about topics such as pet adoption. The ASPCA can tailor appeals to each supporter's interests, allowing the group to raise significant funds, increase average renewal gifts and improve retention rates through online activities.

The ASPCA also has the ability to mobilize supporters to take action quickly. In fact, the organization has conducted more than 293 targeted advocacy campaigns using Convio, and its constituents now send more than 60,000 monthly messages to legislators — a significant increase over past activity.

The screenshot shows the ASPCA website's Advocacy Center. At the top, it features the ASPCA logo with the tagline "Be Part of Our Heart" and a navigation bar with links for "Donate Now", "How You Can Help", "Adopt an Animal", and "Advocacy". The main content area is titled "Advocacy Center" and includes several sections: "Please Help New York City Carriage Horses!" with a link to support legislation; "Help Us Fight For Animal Welfare" with a "Donate Now" button; "Attention Animal Lovers: Public Comment Period Ends on the Safe Air Travel for Animals Act..." with a link to comment; "Arizona: Great News for Greyhounds! Proposition 201 is Defeated!"; "Illinois: Ask your Senator and Representative to Sponsor a Bill to Prevent Wildlife Trappers From Drowning Nuisance Wildlife."; "New Jersey: A 2064/S: 592 Will Ensure That Animal Control Officers Have Not Been Convicted of Animal Cruelty"; "New Jersey: S 1478/A 1948 Will Require Veal Producers to Raise Veal Calves Humanely."; and "New Jersey: Ask Your Legislator to Oppose This Bad Bill" with a link to help lobby for animal welfare. The left sidebar contains a search bar and a list of links including "Animal Precinct", "Success Stories", "Ask Dr. Hawk", "ASPCA Pet Care", "Animal Poison Control Center", "Find a Shelter", "Report Animal Cruelty", "ASPCA Pet Nutrition", "Send an ASPCA e-greeting", "Corporate Programs", "Press Releases and Video", "New York City Resources", "Humane Education", "National Shelter Outreach", "PetWhere Shelter Software", "About the ASPCA", and "Get Our Free Newsletter".

With Convio, the ASPCA sends targeted email, cross-markets advocacy activities to donors and fundraising appeals to activists, and personalizes Web content based upon a member's activism or giving history.

Personalized Communication — The ASPCA cites integration among functions (communications, advocacy, fundraising) as a key factor in its online success. Using Convio, it now interacts with supporters in a personalized and relevant, yet cost-effective way. For example, the organization recognizes its major donors, who

SOLUTION AT-A-GLANCE

Convio customers can purchase solution centers individually, then add centers for an integrated online solution. The ASPCA implemented a complete 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 Center** — for expanding the support base via email marketing
- **Advocacy Center** — for quickly mobilizing activists online
- **Constituent360™** — for storing constituent information to facilitate marketing and communication
- **Convio DataSync** — for integrating offline database information with Constituent360.

contribute monthly to the ASPCA, and provides them a dedicated section of the ASPCA Web site. This site is an online community for major donors to share their stories, ideas, and concerns with the ASPCA and with other major donors across the country.

Empowered Staff — Because Convio was built specifically for non-technical users, every group within the ASPCA can now easily control and manage its own communications and Web content without the need for technical expertise. In fact, the ASPCA now manages 1000+ Web pages, and makes all Web site content changes without the need to hire an outside vendor for help.

Reduced Administrative Workload — In addition, the Convio solution minimizes the administrative workload by automating many manual tasks. For example, the development staff no longer must acknowledge each individual online gift because the Convio solution automatically generates personalized acknowledgements.

ABOUT CONVIO

Convio provides software and services that help nonprofits use the Internet to build strong constituent relationships to drive support and participation. Convio has online solutions for fundraising and membership, advocacy, events, volunteer fundraising, Web site management, email communications and alumni relations. Convio's clients include Easter Seals, Jewish National Fund, the Chesapeake Bay Foundation and Mothers Against Drunk Driving.

FIND OUT MORE

To learn more about how Convio can help your nonprofit manage constituent relationships more efficiently, contact us today:



11921 N. Mopac Expressway, Suite 200
Austin, TX 78759
1-888-528-9501
info@convio.com
www.convio.com