

Chesapeake Bay Foundation

"With Convio, we're moving toward our goal of integrating all our organizational functions — from fundraising to public affairs — so that we have a more complete view of each of our constituents. We want to better serve our supporters by developing stronger relationships with them, and Convio is helping us to do that."

— Will Baker, President, Chesapeake Bay Foundation

ABOUT CHESAPEAKE BAY FOUNDATION

The Chesapeake Bay Foundation (CBF, www.cbf.org) is the largest conservation organization dedicated to saving the Chesapeake Bay watershed. With headquarters in Annapolis, Md., state offices in Maryland, Virginia, Pennsylvania and the District of Columbia, and various educational centers and programs, CBF works throughout the Chesapeake's 64,000-square-mile watershed.

Founded in 1967, CBF is supported by more than 120,000 active members and has a staff of about 175 full-time employees. Approximately 95 percent of CBF's \$17 million annual operating budget is privately raised.

THE CHALLENGE

In order to reach a broader support base and communicate more effectively with its supporters, CBF had implemented both fundraising and advocacy-specific software solutions with some online capabilities. The organization recognized that email communication is critical for an advocacy group because it is a fast and cost-effective medium for mobilizing supporters and motivating them to donate, and these software solutions facilitated the group's online communication with constituents. However, CBF faced significant challenges:

- While it had one software system that housed donor information, and another that housed information about its activists, the organization did not have a single system with a complete view of constituent information. CBF's online advocacy tool, for example, did not synchronize with its donor database, creating disparate data across the organization. The group sought an online solution that would automatically synchronize data collected online with its offline donor database, and that would allow the group to cross-market among its constituents online (e.g., motivate activists to donate, and motivate donors to become activists).
- Six states and the District of Columbia comprise the Chesapeake Bay watershed. Citizens in each of these areas have different interests and reasons for actively protecting the bay, so CBF knew it needed to communicate with its constituents based on their specific concerns. CBF struggled to maintain timely Web site content and could not easily personalize its email communications or segment its constituents for communications tailored to their interests and profiles. The group sought an integrated online solution that would allow employees across multiple functions (such as fundraising, public affairs and membership) to update and deliver online content specific to each constituent's concerns and interests.

HIGHLIGHTS

After using Convio for just six months, the Chesapeake Bay Foundation has seen improvements across the organization, including:

Outreach

- Web site visitors stay on the site an average of almost nine minutes, compared with two minutes and 40 seconds before using Convio
- 26% growth in roster of email addresses

Motivation

- Sent 9 action campaigns to constituents
- Send monthly *On the Bay* email newsletter
- Send quarterly *BaySavers Bulletin* email volunteer newsletter

Action

- Activists sent 2,833 messages to decision-makers in response to action alerts
- 44% increase in average monthly online donations

- CBF understood that a consistent look and message throughout all communications with constituents would help the organization further its cause, but its online donations software did not reflect the organization's branding. The group needed a software tool to help consistently promote its image and cause online.

THE CONVIO SOLUTION

CBF selected Convio for an online Constituent Relationship Management (eCRM) solution that helps the organization to recruit new constituents and build stronger relationships with them through Web content management, email marketing, fundraising and advocacy tools. By implementing a solution that combines all of this functionality in one online system, CBF has a single database that houses all of its online constituent data, giving the group visibility into supporters' interests, donations and advocacy program participation.

Using Convio, CBF employees now can easily update the organization's 500-page Web site with fresh content, delivering personalized and relevant information to its supporters. In fact, Web site visitors now stay on the CBF site for an average of almost nine minutes, compared with two minutes and 40 seconds before using Convio.

CBF employees also now use Convio's email marketing tool to call supporters to action while consistently promoting the CBF cause through the use of six custom-designed email stationeries. This allows several CBF employees to communicate with constituents online, while maintaining a cohesive message and image.

CBF also implemented Convio DataSync™ to automatically synchronize new online constituent data with its donor database, which is the group's primary database. This ensures that CBF's online constituent interaction details are tightly integrated with the group's offline database of record, Blackbaud's The Raiser's Edge®, and the organization maintains a complete view of its supporters.

"Before Convio, we had multiple sets of information on the same constituents stored in separate databases — if someone had participated as an activist by responding to online action alerts, for



Using Convio, multiple CBF employees can update the organization's Web site with timely content and mobilize supporters quickly and cost-effectively for advocacy, membership and fundraising campaigns.

example, we would have a record of that information online and if he also donated by mail, there was another record in a separate offline, donor database," said Chuck Fox, Vice President of External Affairs, Chesapeake Bay Foundation. "But to optimize a constituent's involvement with your organization, you need one complete record for each supporter, reflecting all of his activities, whether they occur online or offline. After closely evaluating vendors, we switched to Convio because it provides us with a single online system that synchronizes with our offline database."

SOLUTION BENEFITS

With Convio, CBF is reaching its goal of building stronger relationships with constituents, and increasing constituent donations and activism, while centralizing online communication:

Reach a Broader Support Base and Mobilize Supporters — Convio allows CBF to capture email addresses throughout its Web site and mobilize supporters quickly and cost-effectively for advocacy and fundraising campaigns. Since the Convio product suite is completely integrated, CBF can cross-market to encourage activists to donate, and to mobilize donors to take action.

Synchronize Data — With Convio, CBF not only collects constituent data online, it also synchronizes that data automati-

SOLUTION AT-A-GLANCE

Convio provides product modules that can be purchased together or separately. CBF chose the following modules for its comprehensive online Constituent Relationship Management (eCRM) solution:

- **Constituent Center™** — the core database of all Convio solutions
- **Convio DataSync™** — for automatically synchronizing offline database information with the Convio online database.
- **Content Management** — for easily creating and managing personalized Web content
- **Fundraising** — for expanding the support base, building donor relationships and raising funds online
- **Email Marketing** — for building the support base via email
- **Advocacy** — for quickly mobilizing activists to advance the CBF cause

cally with the group's primary donor database. Using this capability, the organization maintains a complete, accurate view of its supporters.

Communicate More Effectively with Supporters — Employees from all CBF functions (including fundraising, public affairs and membership) can easily update Web site content without specific technical knowledge, giving them the power to deliver personalized and relevant data to its supporters. CBF also can address its supporters personally — they are greeted by name when they visit the Web site, and they see Web site and email content that is personalized and relevant to their individual interests. This allows CBF to effectively communicate with its supporters, keeping them informed and actively involved. Plus, the CBF Web site can recognize returning constituents, and pre-fill forms with their names, addresses and zip codes, simplifying online participation for the supporter.

ABOUT CONVIO

Convio is the leading online Constituent Relationship Management (eCRM) company serving the nonprofit sector. Convio helps nonprofit organizations attract, motivate and retain constituents to provide funding and other forms of support. Convio's clients include Easter Seals, Mothers Against Drunk Driving, the American Society for the Prevention of Cruelty to Animals and the Susan G. Komen Breast Cancer Foundation.

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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