

Y-ME National Breast Cancer Organization

USING CONVIO TEAMRAISER TO MANAGE VOLUNTEER FUNDRAISING EVENTS ONLINE.

"We saw other local and national organizations using online tools to manage their volunteer fundraising events, but thought that it was too expensive for our organization. After looking into our options, we chose Convio's TeamRaiser™. It's affordable, and not only helps our volunteers raise funds more easily, but also helps us to track volunteer fundraising efforts more closely and more accurately." — *Margaret C. Kirk, Chief Executive Officer, Y-ME National Breast Cancer Organization*

ABOUT Y-ME NATIONAL BREAST CANCER ORGANIZATION

The mission of Y-ME National Breast Cancer Organization (Y-ME; www.yme.org) is to ensure through information, empowerment and peer support, that no one faces breast cancer alone. With an annual budget of nearly \$5 million and a staff of more than 30, Y-ME provides free support through a 24-hour national hotline — the only one of its kind, a quarterly newsletter and many other resources for those touched by breast cancer. To deliver these programs and services successfully, fundraising is vital to the success of Y-ME and its mission.

In response to this fundraising need, Y-ME founded the Y-ME RACE Against Breast Cancer in 1991, enlisting volunteer fundraisers to drive donations for the organization. Today, with nearly 30,000 walkers, runners and volunteers, this one or three mile walk and 5k run has become the largest cause-related walk/run in Chicago.

THE CHALLENGE

For 12 years, Y-ME has hosted the Y-ME RACE Against Breast Cancer and has been largely successful (last year the organization raised \$1.8M). The organization, however, strove to increase online fundraising dollars by improving online capabilities and determining best practices for online donations. Although Y-ME used basic online tools, the organization had several challenges:

- Y-ME's existing online process for registering RACE participants was independent of a sponsor/donation process. Therefore, while making a donation, sponsors were required to leave the RACE registration Web site to sponsor a participant. In addition, the online process lacked a participant search engine, so sponsors had to manually type the participant name they wished to sponsor. This required Y-ME staff members to then match donations from one database to participants in another database on a daily basis.
- Participants could not track individual and sponsor transactions; they did not know when donations were made on their behalf and would have to call Y-ME to confirm a donation. The result: volunteer fundraisers could not easily determine how close they were to reaching their goals, and Y-ME spent significant time answering calls each day.
- Because sponsors and participants often had to leave the Web site, the Y-ME brand was inconsistent.
- When donating online, sponsors received a thank you message, but did not automatically receive a tax receipt — Y-ME had to mail a tax receipt to each sponsor. The result: increased mailing costs and delayed customer service.

HIGHLIGHTS

In five months of using Convio, Y-ME has reported a more convenient and effective online tool for its volunteer fundraising event:

Outreach

- Increased number of participants who registered online from 4,000 in 2002 to 11,594 in 2003

Tools for Volunteer Fundraisers

- Reporting capabilities helped participants to easily track online and offline gifts

Fundraising Success

- Met its RACE goal of \$2.35M, up from last year's \$1.8M (more than 31% raised online in 2003)
- Increased number of online RACE donations by nearly 300% (19,650 online donations in 2003, compared with 5,000 online donations in 2002)

- Y-ME had three databases to manage: an online registration database, an online donor/sponsor database and an offline database, which included mail-in registration forms and checks. This required redundant data entry and little visibility into exactly how much money had been raised at any given time.
- Y-ME was spending significant money with an outside vendor every time the group sent an email. The vendor did not update opt-outs or bounced-back emails, and contact information was often duplicated in Y-ME's online databases during each email marketing effort. The result: poor email marketing practices and unwieldy databases.

Y-ME needed one online solution that would process registrations and donations in a single database and automatically deliver thank you notes and tax receipts while maintaining the Y-ME brand. In addition, Y-ME needed a solution that would synchronize with its offline database to ensure timely, accurate data both online and offline. Plus, Y-ME needed a cost-effective solution for sending email communication.

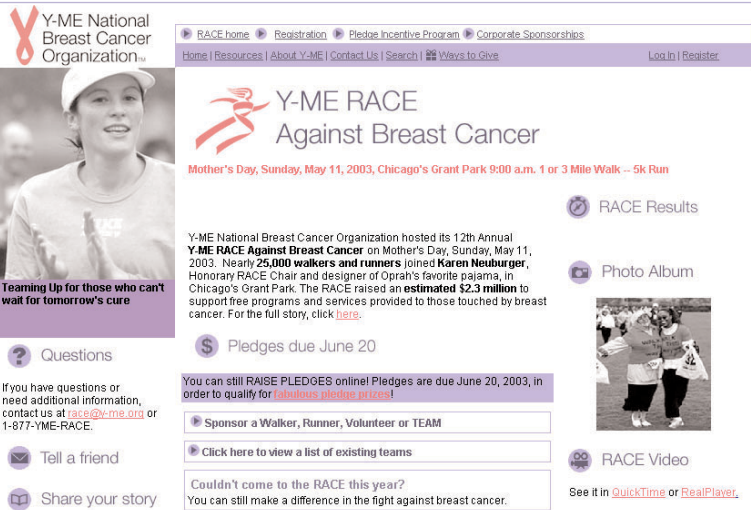
THE CONVIO SOLUTION

Y-ME chose Convio for an online solution that includes tools for managing volunteer fundraising events and synchronizing online data with offline data. Convio TeamRaiser™ powers the Y-ME RACE Against Breast Cancer Web pages, a critical connection between Y-ME and volunteer fundraisers and supporters of the RACE.

TeamRaiser allows Y-ME to set up Web forms to collect all participant information for the RACE, including contact and registration information. Y-ME also can configure the Web pages to support

different participation types and divisions. For example, corporations and other groups can form password-protected, private teams.

Y-ME can set up these pages to allow RACE participants and donors to register and make credit card payments automatically in a secure, online environment. And, because registrations and donations also are received offline through paper-based registration forms and checks, Y-ME can enter the information directly into Convio TeamRaiser for use in email communications, participant tracking and donation reporting. What's more, Y-ME can view, print and download up-to-date summaries and detailed reports to analyze the RACE's success. The group also can configure TeamRaiser to automatically send email letters of encouragement to volunteer fundraisers based on the participant's level of progress.



Y-ME gives its volunteer fundraisers online tools and encouragement to keep them motivated before, during and after the event.

TeamRaiser also allows Y-ME to deliver online tools for RACE participants. Participants can log in to secure, personal pages where they can view announcements from Y-ME, view personal fundraising progress reports and use email tools to recruit other participants as well as solicit and acknowledge supporters. They also can create personal Web pages to communicate their goals, post photos and personal stories and appeal to potential contributors. Plus, reports are automatically updated and available to participants so they can track their online and offline fundraising results, and send targeted re-solicitations and acknowledgements.

From the sponsor perspective, the TeamRaiser solution gives immediate online confirmation once a donation has been processed, and automatically sends an email confirmation for the donor's records. Both on-screen and email acknowledgements are IRS-compliant.

SOLUTION BENEFITS

With Convio TeamRaiser, Y-ME is reaching its goals of creating a more professional look and feel for the RACE Web site, raising more funds online, increasing customer service and improving reporting capabilities — all with a single online tool:

Increased Involvement and Donations — Using Convio TeamRaiser, Y-ME increased the number of online participants in the RACE from 4,000 in 2002 to 11,594 in 2003. In addition, the group increased its number of online donations nearly 300% — 19,650 online donations in 2003, compared with 5,000 online donations in

SOLUTION AT-A-GLANCE

Convio customers can purchase online modules individually, then add modules for a comprehensive online solution. Y-ME chose to implement a solution that includes the following:

- **TeamRaiser™** - for managing volunteer fundraising events online
- **Email Marketing** - for building, delivering and measuring targeted email communications via email
- **Fundraising** - for building donor relationships and raising funds online

2002. The group also reached its goal of raising \$2.35 million, up from last year's \$1.8 million. More than 31% of the group's donations for the 2003 RACE was raised online.

Time and Cost Savings — Through the use of new online capabilities with TeamRaiser, Y-ME reduced staff time and costs in administering the RACE. In fact, the group estimates that it saved \$20,000 in data entry, paperwork and mailing costs by using Convio TeamRaiser. And, because TeamRaiser gives RACE participants visibility into the money they've raised online, and gives sponsors immediate acknowledgements and updates on progress, Y-ME staff members this year took fewer calls with questions about registration and donation status, and took more calls about the online improvement and ease of use.

Improved Web Site — Y-ME reports a more professional look and feel for its RACE participants. The RACE Web site maintains the branding of Y-ME's organizational Web site, helping participants feel more connected with the organization. In addition, Y-ME says that the new Web site functionality makes participation in the RACE easier and more fun for volunteer fundraisers. In fact, one participant said, "I just wanted to let you know how impressed I was with the process you had for donating money for this event. It made it easy to give. A very professional and easy to use site. Congratulations!"

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 for fundraising, advocacy and other support. In addition to Y-ME National Breast Cancer Organization, Convio's clients include Easter Seals, the American Society for the Prevention of Cruelty to Animals (ASPCA), the Susan G. Komen Breast Cancer Foundation and Mothers Against Drunk Driving (MADD).

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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