CONVIO ®
MOVE PEOPLE ™

A Guide to the Mobile Web

Best Practices for Nonprofits

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INTRODUCTION

You've heard the buzz about mobile and constituent engagement. But what's it all about? At Convio, we consider mobile to be a critical channel for reaching and engaging constituents. While mobile websites are closely tied to an organization's overall online presence, mobile can be considered distinct from other channels in the ways it facilitates interaction between your supporters and your organization. Because of its ability to provide an in-context, on-demand connection, the mobile web might even be considered the most immediate channel you have to engage your audience – literally an "at their fingertips" venue for accessing information, organizing their lives, and engaging daily with the causes they care about the most.

In the U.S., more than a quarter of people own a smartphone, trailing slightly behind the U.K. and other European countries at 35 percent and growing[1]. Yet according to a recent survey on mobile trends, while more than 90 percent of nonprofits use email marketing and social media in their engagement strategies, only 16 percent planned to offer a mobile version of their website in 2011[2].

If the mobile channel is new to your organization, we want to help you get started. In this guide, we'll share the strategic, design, and technical considerations that are the foundation of strong, compelling mobile presences. We'll cover why mobile is important to your marketing and mission strategy; how to know if you need a mobile website; the variety of approaches available for mobile, and which one is right for you; what's involved in designing and building a mobile presence; and what happens after you successfully launch your new mobile presence.
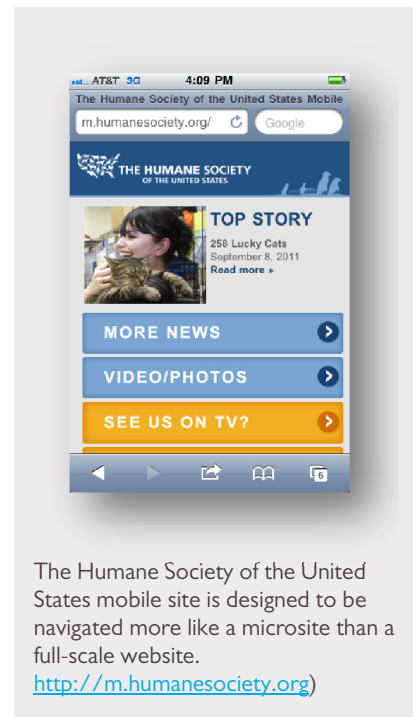
WHY IS MOBILE IMPORTANT?

Mobile devices are getting increasingly sophisticated with the ability to display full-scale, graphic-rich "desktop" versions of websites. When you've already invested so much in a graphic-rich, engaging website, why does your organization need a mobile presence?

Simply put, if you want constituents to visit any element of your web presence from their phones (and they will), the issue is that browsing content-heavy, full-scale sites can be overwhelming and ineffective on small screens—particularly with just a finger or two to navigate your complex content.

In addition, if you are actively driving traffic to your website via a strong email or social media program, or via direct mail pieces that point to your website, you can guarantee that an ever-growing subset of your visitors will click-through or type in your URL from a mobile device.

Regardless of whether or not you want to use sophisticated mobile engagement and information tactics like text-to-give or Quick Response (QR) codes, your basic outreach efforts will almost certainly drive prospective supporters to search for you via their phones.

The Humane Society of the United States mobile site is designed to be navigated more like a microsite than a full-scale website.
http://m.humanesociety.org)

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[1] *Smartphone adoption increases for U.S. and Europe,* comScore Data Mine http://www.comscoredatamine.com
[2] *Technology Trends for Nonprofits*, survey by Smart Online http://www.nten.org/blog/2010/11/08/technology-trends-nonprofits-2011

HOW DO I KNOW IF I NEED A MOBILE WEBSITE?

Top Three Reasons to Go Mobile

Even with all of the competing priorities nonprofits face, mobile is still not on every organization's short list. We recommend letting your organization's mission, plans and website traffic data be your guide for when and how to develop a mobile presence.

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Your Visitors Are Already Mobile

Perhaps you're not sure if the demand for mobile content exists with your target audience today. Tracking a few key metrics can help you determine if and when to make a foray into mobile.

Since mobile devices use different operating systems and browsers than desktop computers, your organization can use your traffic data to follow how many site visitors are accessing your site via a mobile device and how this trend is changing over time. We typically advise organizations to start planning for a mobile web presence when the percentage of total visits from mobile operating systems (including all of the major systems such as iPhone, iPad, Android and Blackberry) reaches 5 percent or greater of total site traffic.

Operating System	Visits ▼ ↓	Visits
Windows	400,040	75.73%
Macintosh	98,757	18.69%
iPhone	8,666	1.64%
iPad	6,212	1.18%
Android	4,722	0.89%
Linux	4,689	0.89%
(not set)	2,141	0.41%
BlackBerry	2,045	0.39%
iPod	660	0.12%
SymbianOS	82	0.02%

Before they begin to offer a mobile-tailored presence, most organizations experience a higher-than-average bounce rate from mobile device users. This is an important metric to benchmark against after launching a mobile presence in order to evaluate the success of your new site in retaining mobile visitors.

Another key metric to consider is the amount of referral web traffic you receive, especially from sites that have large mobile usage. Social media sites are the most obvious candidates since roughly 30 percent of Facebook's and 50 percent of Twitter's memberships are mobile users[3]. If your organization has an active social media presence, your constituents are more likely to access your site from a mobile device.

5% | Begin planning for a mobile web presence when the percentage of total visits from mobile operating systems reaches 5 percent or greater of total site traffic.

In addition to referral traffic from social networking sites, local search sites and sites that are optimized for mobile devices are also likely to drive high mobile traffic and send those visitors in your direction. If you're unsure whether your top referral sites get a lot of mobile traffic, try visiting some of the sites from a mobile device. If your experience is positive, it's more likely that others will visit the site from their own mobile devices.

One pitfall of evaluating your existing mobile and referral traffic is that these metrics reflect the behaviors of your current site visitors, which may not perfectly align with your target visitor base. The gap between current and desired constituencies is worth examining from a strategic engagement perspective, including how you'd like to attract new supporters. For example, many nonprofits are looking to appeal to a younger demographic, and a mobile presence is an effective and critical tool to reach that target.

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[3] *Strong Mobile Trends for Leading Social Companies,* Kleiner Perkins

Taking a "if you build it, they will come" approach to your mobile presence is a great way to begin to expand the reach of your organization. Once potential constituents start hearing about your mobile content at your events and on social networks, or they have a positive experience accessing your content from their phone, they're much more likely to return for interesting content whenever the interest or need occurs. If your mobile presence is compelling and easy to use, this will lead to greater opportunities for long-term engagement and viral sharing.

Portable Potential

One approach to determining whether or not you need a mobile presence, and what flavor of presence you need, is to consider the use cases that might drive visitors to any of your mobile content. What informational needs or motivations would spur a constituent to visit your site while on the go? In addition to considering today's needs, you'll want to think about what future use cases might serve as hooks to draw in visitors – even if you might not be ready to offer those opportunities right away..

When you brainstorm with your team about the "portable potential" of your organization's mission and programs, ask yourselves these three questions:

1. Do you have a geographic or place-based element to your cause that you can leverage?
2. Do you host awareness-building, promotional or fundraising events that bring people together in real-time?
3. Do your email communications contain interesting links (for instance, local or personalized content) that a mobile user might be particularly compelled to check out from their phone?
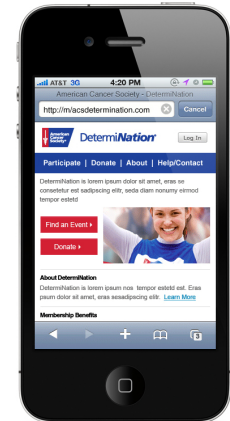
You're Already Redesigning

An obvious time to start thinking about a mobile web presence is when you embark on a broader website redesign or content initiative. If you're already revisiting your information architecture (IA) and online brand, bringing mobile into the forefront of your redesign process will provide an opportunity to simplify your web presence in order to clearly emphasize what's most important.

> By designing your mobile presence first, the distilled messaging and actions offered in your mobile channel actually set the stage for a richer, more focused and more integrated entire web presence.

The design process for a mobile site forces an organization to identify simple, more streamlined messaging along with a few high priority actions and goals. Mobile users have limited time and physical space for content, so it's important to get your messaging across quickly and succinctly. This is true for your larger web presence as well. For all nonprofits, simple messaging is critical, allowing your constituents to easily understand, internalize, and ideally repeat your key message. By designing your mobile presence first, in concert with your broad organizational vision and strategic goals, the distilled messaging and actions offered in your mobile channel actually set the stage for a richer, more focused, and more integrated entire web presence.

WHAT APPROACH SHOULD WE TAKE TO GO MOBILE?

There are as many flavors of mobile presences as there are nonprofits for donors to choose from, but we can simplify a variety of strategies into six main approaches:

1. **Mini site:** Most organizations begin with a micro version of their main web presence that is optimized for mobile. While there's a broad spectrum of options between a full-scale mobile site (see option #6 below) and a mini, a simple way to get started with mobile is to offer your highest-value content items, a few key engagement opportunities (e.g. an email sign-up, a donation campaign, a way to take action) and a basic education page about your organization with links to the desktop version of your site for deeper or more specific content. Mini sites can range from 3 to 25 items, but involve a carefully considered, distilled and organized approach to your online content that's typically designed to be evergreen. Think of this as the "speed dating" approach to mobile.

2. **Campaign, program or event site:** A simple way to get started with mobile is to target a particular element of your mission or a campaign that provides an obvious on-the-go angle, which you're sure that visitors will access from mobile devices, or that you would specifically promote as a mobile service. Events that connect constituents with the organization in a face-to-face context can offer basic information, orient and move at the event itself and offer ways to engage (e.g. register, check in, make a donation, sign-up to volunteer). Organizations such as museums or land trusts with a permanent on-site or in-person component can get started by offering mobile content around a specific site or exhibition as a way to gauge how the channel might work for them.

3. **Engagement opportunity only:** This flavor provides the simplest foundation for mobile campaigning in the form of a mobile-optimized donation form, action opportunity, sign-up form, petition or other campaign component. These can be both critical building blocks for rolling out a more robust mobile presence, and a great way to test the performance of an initial mobile campaign.

4. **Mobile-optimized content:** As with the engagement opportunity (#3 above), some organizations will create a mobile-friendly version of key content pages or use a special content management system (CMS) functionality to automatically show a mobile-friendly version of a page. These pages aren't part of a mobile navigation structure that a visitor might find through browsing. Instead, they're optimized to display well in case a constituent clicks through a link in an email, or accesses a page through a general web search. This approach is often combined with the mini (#1) or full (#6) site approaches.

5. **Special interactive feature:** Occasionally, organizations will make a foray into mobile that is more like a mobile application ("app")—or special interactive feature— than a content or action-driven mobile site. Examples of this might include mobilizing an existing online community, or a blog featuring user-contributed content, or a special interactive game or competition.

6. **Full, content-rich site:** For organizations that provide online information and education as a service, it can be crucial to make the breadth of their valuable content available for mobile. This is the largest and most intensive mobile presence to design and develop, and it can be difficult to do as a first foray into the mobile channel. While with the right tools this isn't technologically difficult to achieve, the big investment comes in developing strong information architecture (IA) and design in order to make hundreds or thousands of content items navigable and easy to access.

   As one final point, this guide focuses on mobile as a broad new channel that is distinct from the traditional desktop web presence. However, the rise of tablet devices (such as the iPad) in recent years has introduced the question of tablets as an additional channel or platform to be considered. Most desktop websites convert well to a tablet display and we anticipate that few organizations will have a distinct, tablet-specific presence in the near future. Still, it's worth evaluating in your planning process the potential role that tablet devices might play in the future for your organization, depending on your unique portable potential.

DEFINING YOUR MOBILE STRATEGY

It's easy to overcomplicate the approach to your mobile presence, so we recommend simplicity as a guiding principle. Think of your mobile strategy as a condensed version of your organization's current online strategic priorities. If these priorities are already mapped out, your approach to mobile should layer into your strategic objectives. However, if you don't have a clearly defined strategy for your overall online presence it will be difficult to achieve much success with a mobile presence.

Start by having a brainstorming session with all of your internal stakeholders. As a team, define one key message you want your visitors to take away from your online presence. This should be different from and simpler than your mission statement. Your message should be succinct, understandable and repeatable. Then, identify up to five key actions you want users to complete online. Is it most important for you to generate donations, event registrations, advocacy actions, email sign-ups or perhaps something else? Maybe raising awareness through social sharing is at the top of your list.

Your key message and key actions form the foundation of your online strategy. This strategy should inform not just your mobile presence, but also your desktop website, social presences and campaign sites. Your simple and streamlined set of goals will then naturally translate to a simple and streamlined online experience for your constituents.

> The first step is to clearly **define** and build **consensus** around your goals, strategy and messaging for your overall online presence. Think of your mobile strategy as a condensed version of your organization's current online strategic priorities. If these priorities are already mapped out, your approach to mobile should layer into the existing strategy.

WHAT DOES IT TAKE TO DESIGN AND BUILD A MOBILE WEBSITE?

## Strong Content Management Capabilities

If you've done your homework in the planning phase, designing and building a mobile website can be a relatively simple effort. Unless you are planning a mobile-only presence without a desktop site counterpart, your central goal should be to minimize content duplication and maintenance between the two versions of your site.

Your content management system (CMS) and any website support tools should facilitate your mobile presence in several key ways:

- **Separating presentation elements from content.** This allows your content authors and site administrators the ability to create and maintain content that is independent from how that content will look (for instance, in terms of formatting on the page and display of images). Where possible, you should have one content item that can do "double duty" for both versions of your site, and that only needs to be updated in one location.

- **Facilitating automatic device detection.** This allows for mobile devices to automatically land on the mobile versions of sites when browsing, as opposed to either having to manually type in a mobile URL (e.g. http://m.yourorganization.org) or to navigate to a mobile-specific version from your main site. This is generally considered to be a best practice and should be designated at a global level for all site(s) offering a mobile version.

- **Allowing for device-specific tailored displays.** This ensures that you can have fine-grained control over presentation elements for different devices, based on the unique capabilities or constraints of those devices. While this can be sophisticated, highly configurable functionality, it's important for mobile presences that may ultimately scale into something large, complex, or with several approaches such as a tablet version in addition to desktop and mobile versions.

- **Creating simple movement between mobile and desktop content.** From a site visitor's perspective, it should always be simple to "toggle" between versions of a page or form, easily clicking from a mobile version to the full, graphics-rich version, or to a simpler mobile version when available. Because this should be a basic principle of the browsing experience when two versions of a site are available, such simple linking should be automatically facilitated – rather than content creators having to manually build in links to each page.

Content Decisions

Once you've defined your key message and actions, it's relatively simple to identify what content is best suited for your mobile presence. Unless you're going to begin by offering special, mobile-only content that doesn't exist on your main site, your first priority should be to draw a boundary on your sitemap that marks which content will be offered in both main and mobile versions. This should incorporate the most-visited, highest-value content items; a page or more about your organization and your cause; and a few key actions such as an email sign up and donation form. For organizations tackling mobile in phases, this often involves multiple iterations to indicate which items might make good future mobile content, depending on the initial performance of your mobile presence.
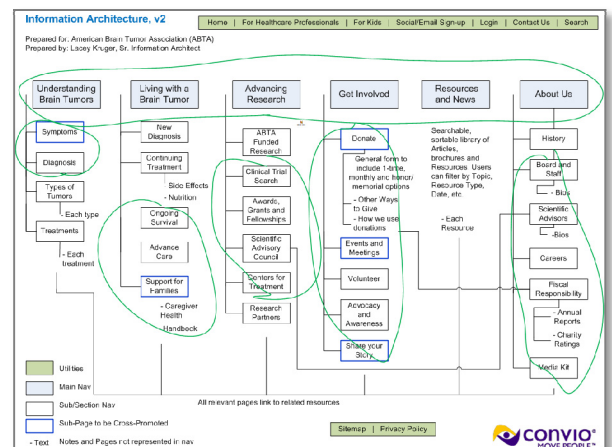
Next, you'll need to determine how visitors will move through and around your mobile site, and how they'll navigate to your main site as needed. We recommend no more than six to seven immediate actions and content items from

the home screen. This enables visitors to scan the highest-level offerings and promotes browsing. Mobile information architecture (IA) can be one of the most challenging and insightful tasks of developing a mobile presence, as it reveals how complex your main site content is, and how easy or difficult it may be to understand for first-time visitors.

Design Decisions

After determining mobile-appropriate content and figuring out a structure, you'll be ready to adapt your existing visual brand for mobile. This involves simplifying any core imagery and graphical elements (or choosing a very small sub-set that are the best visual communicators of your mission and personality) and also taking into account spatial arrangement, orientation and hierarchy. With the purpose of simplifying and streamlining options, effective mobile design employs large buttons and actions, as well as careful arrangements of text designed for read-ability. If you will be enlisting an outside designer to develop your mobile presence, make sure this person has a strong understanding of designing for the mobile channel—not just experience with graphics-rich interfaces or applications.

Build For Maintainability

Just like your regular website, it's important to keep certain elements of your mobile site fresh and updated. You have a slight advantage with your mobile site in that you can rely on much more "evergreen" content that doesn't require frequent updates. Your desktop website may rely heavily on large, compelling graphics that need to be updated frequently to show visitors that something is new. By contrast, your mobile site won't typically have a large number of regularly-updated images and your core pages (e.g. "About" page, donation form and email sign-up) can stay mostly consistent over time.

Assuming your content management system (CMS) separates your content from graphic presentation, per our recommendations above; updating your mobile content should be relatively easy. For example, let's say you have a "News" section of your website and one of your administrators creates a new article each week. If you've set up your mobile site to automatically show links to the most recent news articles, you can keep your news feed updated without lifting a finger (aside from the effort it takes to write and publish the article). The same functionality should be used for updates to the timely actions you've established for your mobile site such as action opportunities, petitions and event sign-ups.

We recommend thinking of your mobile site maintenance as mainly about review and iteration. It's worth reviewing your site every few weeks to make sure your dynamic updates are working and that your mobile site continues to be usable, as mobile browsers are frequently upgraded. Additionally, if you pursue branding changes or a website redesign, be sure to reflect those new elements within your mobile presence. And finally, the best attention you can pay to maintaining an effective mobile presence lies in regularly reviewing your traffic data and determining when the time is right to integrate additional mobile-optimized content and features into your mobile framework.

Test, Test, Test

Another important consideration for your mobile presence is to test and test again! As of this publication date, there are four main mobile browsers with considerable market share—Mobile Safari, Mobile Internet Explorer, Mobile Android and Mobile Blackberry. The technological environment is always changing rapidly and there are multiple screen sizes for devices with varying capabilities and resolutions. The important thing to keep in mind with testing for mobile is to cater to the majority, while doing as much as you can to accommodate the minority. Just as with your standard website, making sure your site renders properly in the most popular configurations is the best approach.

A quick look at your analytics data will tell you what the majority of your mobile visitors are using. As we mentioned, the distinct operating systems and browsers on mobile devices will allow you to quickly identify traffic from different configurations. In most cases, optimizing for 2-3 device configurations will cover 90 percent of your mobile traffic. If you're not seeing significant mobile traffic yet, the most popular setup currently is a 320px by 480px screen with Mobile Safari as the browser. The physical process of testing can be aided by several online tools that approximate how your site will look in different mobile devices, so that it's not necessary to own each device (and to keep purchasing new ones) in order to make your testing successful.

WE'VE GOT A MOBILE PRESENCE…NOW WHAT?

Promote Your Mobile Presence

The simplest technique you have for promoting your mobile web presence is to automatically direct handheld device users to your mobile site when they access your content. A basic browser-detection script can be built into your main website (or may be standard functionality in your CMS, as described earlier) in order to execute this seamlessly.

Another best practices tactic is to promote your mobile site with a call-out on your main website, raising awareness of the mobile presence and any special features or capabilities you've included.

Now that you've got a strong foundation for mobile campaigning, it's time to plan promotional campaigns, in addition to conducting the give-on-the-go campaigns you've been dreaming about. You can even combine the promotion of your mobile site with other marketing goals your organization might be pursuing, using mobile engagement technologies such as:

- **Geosocial Networking.** Some of the latest social networking tools (e.g. Foursquare, Gowalla) that allow users to "check in" and organize around locations can help raise awareness about your organization and your mobile presence. Consider providing an incentive for visitors that "check in" at one of your events or share tips with constituents who might be physically close to a location of interest for your organization. Regardless of your approach with these tools or campaign hook, you'll be able to direct visitors to your mobile presence to further engage them and encourage viral sharing.

- **Text-to-give.** Some organizations have actively pursued text-to-give campaigns, which allow constituents to donate via a simple text message. Having an established mobile presence is strongly recommended before pursuing a campaign like this, so that you can provide participants with follow-up links and actions they can take via your mobile website.

- **QR codes.** Quick Response or QR codes are digital barcodes that might be printed on a direct mail piece, catalogue or other marketing materials. Constituents can scan these with a mobile device to be directed to a specific webpage, designated by the code. Like the text-to-give campaigns, you wouldn't want to use a QR code without the mobile presence to support it. Adding the codes to your direct mail pieces is a simple and inexpensive way to drive your offline constituents to easy ways to engage with your organization online.

The Question: To App, or Not to App?

While many organizations are excited to offer their highest-value content as apps, think of these as a supplement to your mobile web presence rather than a "must-have." If your organization doesn't have a truly compelling idea or angle on an app, the time and investment to build and maintain one probably isn't worth it.

These nonprofit apps exemplify a few compelling cases for turning strong content into additional mobile engagement:

- YMCA Location finder This app uses GPS to help people find nearby YMCA locations. If your organization has hundreds of locations, an app is a great way to help your constituents locate you.

- [Monterey Bay Aquarium's Seafood Watch](#) This app helps diners and grocery shoppers make sustainable seafood choices. If your organization has a cause that constituents should think about in an "on the go" situation, an app may be worth considering.

- [Central Park Conservancy's Central Park App](#) This app uses GPS to find nearby sites within the park, serving as a kind of virtual guide. If your organization has a location-specific cause that's likely to drive repeat visitors, an app is a great way to provide a lot of detail in a mobile format.

When considering app development, keep in mind that the barrier for constituents using apps is significantly larger than for mobile websites. Constituents have to take the time to seek out your app, download it and then remember to actually use it. For prospective supporters to make this kind of commitment, your app will need to clearly serve a purpose that can't be fulfilled in a more streamlined fashion.

The barrier to entry is also larger for nonprofits developing mobile apps (than for mobile websites), since unique use cases and interactions must be considered that can be distinguished from your current online presence. While your mobile website is a simplification of your main website, your app should serve a unique purpose. To build an app, you'll need to have an intricate understanding of the scenarios where people would be using your app—not to mention budget for developing and maintaining that app across multiple mobile environments.

If you're thinking about an app, make sure to confirm that the user benefits are worth a bit of commitment on their part. It's probably worth surveying or interviewing some of your site visitors to gauge potential interest in using your app and also your anticipated price point, if you intend to sell it.
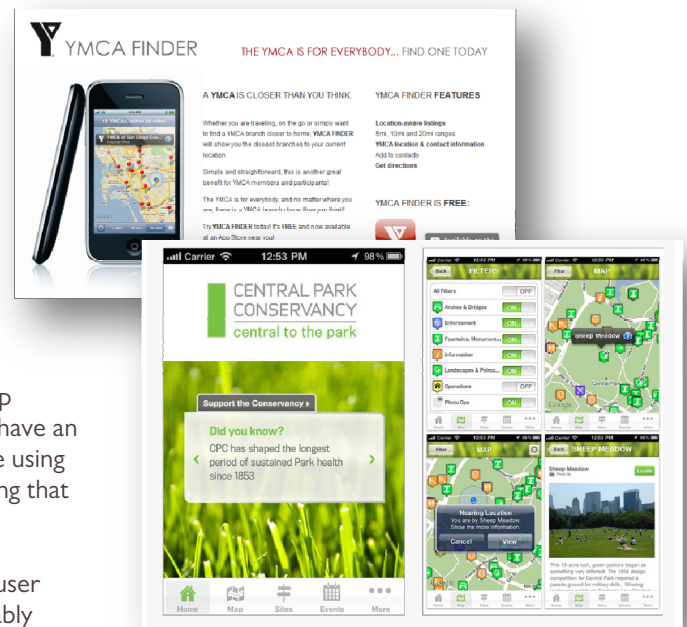
Evolve Your Content Strategy Over Time

Many organizations that we consult find that truly incorporating mobile as an engagement channel changes their approach to communications. It's not that their core messages or audiences change, but rather that planning for mobile specifically involves thinking of content in a variety of venues, displays and contexts.

Some organizations have already made a similar shift in the process of adapting their web content for use in social media. But mobile requires asking a further set of questions:

- How might someone read, perceive or use this item on the go, from a small screen?
- Which visual content is critical to communicating a particular message? Which is peripheral?
- How can we increase the level of interactivity of our offerings? Can we consider map integration with GPS capabilities for location-based content? Or features that are seamlessly tied into social media (like "check in" functionality) or games?

While the web always promises timely, updated content, mobile can also be an impetus to revisit the strength of your evergreen content to ensure that your mission is presented as clearly, concisely and with as much impact as possible.

Mobilize Gradually

As we've discussed, most organizations start small with mobile, creating a mini version of their main site while simultaneously making plans to build out a broader mobile presence over time. This strategy is strongly encouraged, unless there is a compelling campaign or program idea that's a good fit for getting started with mobile or a time-sensitive campaign that will involve mobile-optimized elements such as an action opportunity.

As with any mission or marketing initiative, the best way to ensure a return on your investment is to consider mobile a channel to be grown and iterated over time based on what you learn with your first pass. If your initial mobile presence is designed with scalability in mind, the planning process will map both phase 1 content as well as possible approaches for phases 2 and 3, prioritizing all of your existing content in terms of mobile-fitness and also indicating any new content to be developed.

After an initial launch of a mobile presence, website traffic data can be used to build a picture of how visitors are accessing and using your mobile site, leading to small-scale tweaks as well as more ambitious phases of content and program rollout. Even for large-scale, content-heavy sites, we often recommend phasing content into a mobile presence over time based on understanding how visitors are interacting with your existing mobile offerings.

MEASURE YOUR INVESTMENT: MOBILE ROI

Most organizations making a foray into mobile want to know how much money they can expect to raise from their investment.

Mobile as a donations channel hasn't yet panned out in terms of results an organization can reliably anticipate. As with the early days of online giving, many constituencies aren't yet comfortable giving via their phones. At the same time, a number of secure new transactional technologies are being explored that could transform mobile giving in the near future.

Making an investment in this growing channel—and committing to evolving your mobile presence over time—is about staking a claim in a new frontier. You are probably not going to make back the money you invest immediately unless you're a sophisticated mobile campaigner who already has experience engaging donors in this channel. Causes such as disaster relief with clear time sensitivity have already pioneered this sort of mobile campaigning with mixed results.

For most organizations, building a mobile presence is the precursor to the campaigns you'll run by first establishing your organization as a mobile resource—a destination for constituents to engage on-the-go in order to take action, show support, or find information. If you reframe your mobile ROI in terms of overarching engagement, tracking metrics such as content viewed (against your main site); email addresses gathered; and actions taken, you can effectively evaluate mobile's success as an acquisition and conversion channel. Accordingly to Convio client data, organizations can expect $11 in online revenue for every email subscriber recruited. Understanding this, it becomes easier to correlate acquisition and conversion metrics to engagement indicators that will ultimately result in fundraising success.

When it comes to mobile, both your initial costs and your early results should be considered in terms of building a platform for the future. We'll leave you with one question: In terms of constituent engagement, what is the opportunity cost of choosing not to pursue a mobile-friendly presence?

💡ADDITIONAL RESOURCES

Convio Research

- *The Next Generation of American Giving*, http://convio.com/nextgeneration
- *The Convio Online Nonprofit Benchmark™ Study*, http://www.convio.com/benchmark
- *The Wired Wealthy: Using the Internet to Connect with Your Middle and Major Donors*, http://convio.com/wiredwealthy

Convio Best Practice Guides

- *Using the Internet to Raise Funds and Build Donor Relationships*, http://www.convio.com/fundraising
- *Nonprofit Website Fundamentals*, http://www.convio.com/websiteguide
- *Basics of Email Marketing for Nonprofits*, http://www.convio.com/emailguide
- *Toolbox for the Modern Nonprofit: Donor Management Made Easy*, http://convio.com/donormgmtguide
- *Going Social: Tapping into Social Media for Nonprofit Success*, http://www.coonvio.com/socialmedia
- *Holiday Giving Guide*, http://www.convio.com/endofyeargiving

More Convio Resources

- *On-Demand Webinars*, http://www.convio.com/webinars
- *Quick Tour Videos*, http://www.convio.com/quicktour
- *Sign up for our newsletter*: *Convio Connection*, a free bimonthly newsletter for nonprofits on how to attract constituents, drive action, and build loyalty through online relationship management. http://www.convio.com/newsletter

ABOUT CONVIO

Convio is a leading provider of on-demand constituent engagement solutions that enable nonprofit organizations to maximize the value of every relationship. With Convio constituent engagement solutions, nonprofits can more effectively raise funds, advocate for change and cultivate relationships with donors, activists, volunteers, event participants, alumni and other constituents. Convio offers two open, cloud-based constituent engagement solutions: Convio Common Ground CRM™ for small- and mid-sized nonprofits and Convio Luminate™ for enterprise nonprofits. Headquartered in Austin, Texas with offices across the United States and United Kingdom, Convio serves more than 1,450 nonprofit organizations globally. Convio is listed on the NASDAQ Global Market under the symbol CNVO.
For more information, visit www.convio.com.