

FOURTH ANNUAL
Convio Summit
November 16-18 **2009**

Our Flexible Friends: Using Convio S Tags and Conditional Content to Boost Your Fundraising Strategy

Guest Speakers:

Liz Nielsen Online Fundraising Manager, Feeding America

Brenda Miele Director of IT Projects, Event 360

11/18/2009

Meet the Presenters

- **Ken Cantu**
Team Lead, Program Management Services
- **Taylor Shanklin**
Implementation Specialist, Program Management Services
- **Liz Nielsen**
Online Fundraising Manager, Feeding America
- **Brenda Miele**
Director, IT Projects, Event 360



About this presentation

- This presentation is about inspiration and expanding what you know is possible with the tools.
- This is not a code tutorial.
- Leave here with:
 - ▶ Ideas ideas ideas!
 - ▶ The resources for you to make those ideas happen.

Agenda

- Overview of the tools
- There is an S Tag for that?!
- Taking it to a larger scale –
Feeding America: Creative online projects
- What about events? –
Event 360: Using Convio Conditionals in Events
- Wrap Up

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Overview of the Tools

Ken Cantu

Overview of the Tools

■ S Tags

- ▶ Short snippets of code
- ▶ Portal to the Convio database
- ▶ Key to displaying user, server information
- ▶ Unique to the Convio System

- ▶ `[[S#:parameter]]`
- ▶ `<convio:session title="#:parameter" name="#" param="parameter"></convio:session>`
- ▶ EX: `[[S1:first_name]]`

Overview of the Tools cont.

■ Conditionals

- ▶ Logic phrases that tell the system how, when, and under what circumstances to display information.
- ▶ Work in conjunction with S Tags
- ▶ Unique to the Convio system

- ▶ If X =(or contains) Y then
show A else show B
- ▶ EX:
[[?[[S45:1000]]::TRUE::
You are in this group::You are not in this group]]

Overview of the Tools cont.

■ Convio Open API's

- ▶ Way to ask for information in Convio, return that information, and then use it to create outside of the constraints of a platform.
- ▶ Events
- ▶ Donations
- ▶ TeamRaiser
- ▶ Constituent Information
- ▶ Address Book

- ▶ <http://open.convio.com/>



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There's an S Tag for that?!!

Taylor and Ken

There's a S Tag for that?!

- **S98:** Returns days, months or years between today and a given date in the future
 - ▶ Only how many shopping days until Christmas?!
- **S58:** Renders an email message
 - ▶ Create an archive page of Newsletters!
- **S55:** Random number generator
 - ▶ I'm no Javascript guru but I can now create a picture rotator!
- **S49:** Returns a receipt request if PDF receipts are enabled (SDP)
 - ▶ Constituents can request a PDF of their transactions in Convio!
- **S50:** Can return browser identification information or referring URL to the current page
 - ▶ Let's show some conditionalized content to those people coming from our Partner's website!

There's a S Tag for that?!

- **S95:** Creates discount code input field
 - ▶ Honor special donors with a ticketed event discount!
(not in S Tag document but we put an example in Summit CD code snippets)
- **S337:** Renders a widget performance thermometer
 - ▶ Expanded use: thermometers for Events and Ecommerce!
- **S188:** Displays same dynamic ask functionality as donations 2 giving levels
 - ▶ Pre-populate email donate links with amount based on previous giving history!
- **S356 & S364:** Add 1 YouTube video a whole video bar
 - ▶ Conditionalize which video you want to show a user!
- **S361,2,3,5,6:** Renders Facebook Connect components
 - ▶ Ability to share with 300+ million active users? Yes please!

Summary

- Always new and interesting S Tags to play with.
- S Tags by themselves are very powerful and a great way to start making things dynamic.
- Conditionals based on user history along with S Tags can make stronger connections.
- Questions?

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Creative Online Projects

Liz Nielsen - Feeding America

Feeding America

- Feeding America is the nation's leading domestic hunger-relief charity.
 - ▶ Our network of more than 200 food banks provides food to more than 25 million annually, including more than 9 million children and nearly 3 million seniors.
 - ▶ Collectively we secure and distribute more than 2.5 billion pounds of food and grocery products annually.



Objective: Focus on the Donor

- Objective:
 - ▶ Increase revenue by improving Donor Experience
- Tactics:
 - ▶ Map donor experience to understand all touches
 - ▶ Message integration cross-channel
 - ▶ Offer increased donor choice
 - ▶ Use analytics to identify key behavior moments (recruitment into planned giving and monthly giving)

Who Are We Talking To?

- Defined 7 key segments online based on donor status
 1. Offline Active Donor (with email)
 2. Offline Lapsed Donor (with email)
 3. Online Active Donor
 4. Online Lapsed Donor
 5. Dual Channel Active Donor
 6. Dual Channel Lapsed Donor
 7. Non-donor (with email)
- Within segments there are obviously different levels of engagement – advocates, monthly donors, multi-donors, volunteers, etc.
- Working toward providing the optimum experience, but this is our start.

EXAMPLES

My Community Center: feedingamerica.org

The screenshot shows the 'My Community Center' page on feedingamerica.org. A yellow arrow points to the 'My Community Center' link in the top navigation bar. The page displays a user profile for Elizabeth Nielsen, including contact information, email interests, and online giving history. A second screenshot on the right shows a similar profile for Tierney Lippert.

- Featured on utility navigation
- Current:
 - ▶ View YTD and online/offline prior year giving
 - ▶ Update contact info
 - ▶ Manage email subscriptions
 - ▶ View relevant donor content

My Community Center: feedingamerica.org

The screenshot shows the Feeding America website interface. At the top, there is a navigation bar with links: Donate, Advocate, Find a Food Bank, About Us, Newsroom, and My Community Center. The Feeding America logo is on the left, with the tagline 'Formerly Named America's Second Harvest'. Below the logo is a secondary navigation bar: HOME, FACES OF HUNGER, OUR NETWORK, DONATE, GET INVOLVED (highlighted), PARTNERS, and GET HELP.

The main content area is titled 'Elizabeth's Hunger Update Page'. It shows the user is logged in as Elizabeth Nielsen. There are three main sections:

- TAKE ACTION:** A sidebar menu with options: DONATE, ADVOCATE, VOLUNTEER, and COMMUNITY (highlighted). Under COMMUNITY, there are links for My Community Center, Personal Profile, Email Interests, 2008 Giving Record, and My Community Center FAQs. A large orange 'DONATE NOW' button is also present.
- Know your food facts?:** A section with a question mark icon. It promotes a quiz where users can win a donation from Kraft Foods. It includes a 'Take the quiz now!' link.
- Are you a Feeding America fan?:** A section with a Facebook icon. It encourages users to join the Facebook fan page and includes a 'Become a fan today!' link.
- Feed hungry children this weekend!:** A section with a photo of a child. It asks for help filling backpacks with food for 90,000 children. It states 'Every \$1 you provides \$14 worth of groceries' and includes a 'Please give now.' link.

On the right side of the page, there are three informational boxes:

- YOUR INFORMATION:** Lists the user's name (Elizabeth Nielsen), email (enielsen@feedingamerica.org), address (2618 N Washtenaw Ave., Chicago, IL 60647-1836), and phone number (7732762765). It includes links for 'Update My Profile' and 'Sign-Out'.
- YOUR EMAIL INTERESTS:** Lists interests: Advocacy, E-alerts, Newsletters, and Urgent News Alerts. It includes a link for 'Update My Email Communications'.
- YOUR ONLINE GIVING HISTORY:** Shows the most recent online gift (\$15.00 on Nov 6, 2009) and year-to-date online giving (\$20.21). It includes a link for '2008 Giving Record'.

At the bottom of the page, there is a footer with links: Careers, Contact Us, Privacy Policy, Search, Site Map, and Terms of Service. It also includes a copyright notice for 2009 Feeding America and a disclaimer about client stories.

YOUR INFORMATION

Elizabeth Nielsen
enielsen@feedingamerica.org
2618 N Washtenaw Ave.
Chicago, IL 60647-1836
7732762765

[Update My Profile](#) | [Sign-Out](#)

YOUR EMAIL INTERESTS

- Advocacy
- E-alerts
- Newsletters
- Urgent News Alerts

[Update My Email Communications](#)

YOUR ONLINE GIVING HISTORY

Most Recent Online Gift:
\$15.00 on Nov 6, 2009

Year-to-Date Online Giving:
\$20.21

[2008 Giving Record](#)


My Community Center: feedingamerica.org

The screenshot shows the Feeding America website interface. At the top, there is a navigation bar with links: Donate, Advocate, Find a Food Bank, About Us, Newsroom, and My Community Center. The Feeding America logo is on the left, with the text "Formerly Named America's Second Harvest" below it. A secondary navigation bar includes: HOME, FACES OF HUNGER, OUR NETWORK, DONATE, GET INVOLVED (highlighted), PARTNERS, and GET HELP. The main content area is titled "Elizabeth's Hunger Update Page" and shows the user is logged in as Elizabeth Nielsen. It features a "TAKE ACTION" sidebar with links for DONATE, ADVOCATE, VOLUNTEER, and COMMUNITY (highlighted). The main content includes a "KNOW YOUR FOOD FACTS" quiz, a Facebook fan page promotion, and a "Feed hungry children this weekend!" campaign. On the right, there are three informational boxes: "YOUR INFORMATION" (contact details for Elizabeth Nielsen), "YOUR EMAIL INTERESTS" (listing Advocacy, E-alerts, Newsletters, and Urgent News Alerts), and "YOUR ONLINE GIVING HISTORY" (showing a most recent gift of \$15.00 and a year-to-date total of \$20.21). A "DONATE NOW" button is visible in the sidebar. At the bottom, there is a footer with links for Careers, Contact Us, Privacy Policy, Search, Site Map, and Terms of Service, along with a copyright notice for 2009 Feeding America.

- Future:
 - ▶ Total Meals
 - ▶ Monthly giving self service
 - ▶ Participant center
 - ▶ Custom content based on interests
 - ▶ Integration with CMS and Advocacy

Tax Statement Appeal: Emails

Having trouble viewing this message? [Read it online.](#)



FEEDING AMERICA RESOLVE
to fight hunger in 2009!

Liz,


Thank you for being a member of our online hunger-fighting community! As the New Year Kicks off, I'd like to share with you about all the ways you can get involved in the fight against hunger — in your community and across the country.

GIVE NOW!
Give a tax-deductible gift today and help men, women, and children facing hunger in America!

- Give a gift.** During these difficult times, your support is needed more than ever. People are losing their homes, their jobs, and their means to support their families. But you can make a difference. **Every \$1 you give can provide \$15 worth of food and groceries.**
- Volunteer your time** at a local food bank — or drop off a food donation. [Find your local food bank here](#), and contact them to see what you can do to help right in your community.
- Lend your voice on Capitol Hill.** Take the fight against hunger to Congress and urge our lawmakers to keep anti-hunger legislation a priority. Visit the [Hunger Action Center here](#) to learn more.
- Spread the word.** Tell your friends, family, coworkers, and neighbors about the fight against hunger and ask them to help.
- Take the Hunger Quiz.** Test your knowledge about hunger in America with our quick online quiz. You might be surprised by what you learn!
- Take The Biggest Loser's Pound for Pound Challenge.** Take the online pledge to lose weight, and for every pound lost, 10 cents will be donated to Feeding America — enough to provide one pound of groceries to a local food bank.

Please consider what you can do to help your neighbors in need today. Thank you for your support.

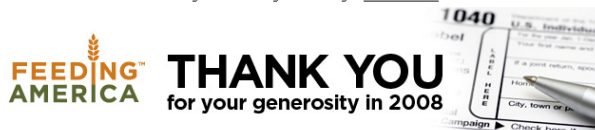
Sincerely,
Vicki Escarra
President and CEO



Privacy Policy | [Subscribe](#) | [Unsubscribe](#) | [Donate Now!](#)
Questions? If you have any questions about this message or any other Feeding America issue, please [click here](#) or call 1-800-771-2303.

Non Donor,
Lapsed 24+

Having trouble viewing this message? [Read it online.](#)



FEEDING AMERICA THANK YOU
for your generosity in 2008

Your 2008 Charitable Giving Record Available

GIVE NOW!
Get a Jump on 2009!
Give a tax-deductible gift today and help men, women, and children facing hunger in America!

Liz,

You've been a generous supporter in the fight against hunger in the past, and I'm grateful for your support.

To help you with your records, we've prepared your 2008 **Official Charitable Giving Record** with a detailed listing of your giving to Feeding America, formerly named America's Second Harvest. Please, [review the form](#) and let us know right away if our records are in error.


I hope you will renew your support this year. Your generosity is needed more than ever during these difficult times.

Can I count on you to help families facing hunger right now? Please, give as generously as you can.

Sincerely,
Vicki Escarra
President and CEO

P.S. **Start 2009 with a tax-deductible gift** to fight hunger - and help men, women, and children in need. Please, give today!


Your Feeding America Username:
enielsen



Privacy Policy | [Subscribe](#) | [Unsubscribe](#) | [Donate Now!](#)
Questions? If you have any questions about this message or any other Feeding America issue, please [click here](#) or call 1-800-771-2303.

Lapsed 12+

Having trouble viewing this message? [Read it online.](#)



FEEDING AMERICA THANK YOU
for your generosity in 2008

Your 2008 Charitable Giving Record Available

GIVE NOW!
Get a Jump on 2009!
Give a tax-deductible gift today and help men, women, and children facing hunger in America!

Liz,

Last year you gave so generously to help families facing hunger! Just imagine what your generosity has meant to men, women, and children who struggle to get enough to eat.

To help you with your records, we've prepared your 2008 Official Charitable Giving Record with a detailed listing of your giving to Feeding America, formerly named America's Second Harvest, last year. You can easily [view and print the form](#) and use it when you file your taxes.


I hope we can count on you again this year. During these difficult times, your support is more important than ever.

Can I count on you to help families facing hunger right now? Please, give as generously as you can — the need has never been greater.

Sincerely,
Vicki Escarra
President and CEO

P.S. **Start 2009 with a tax-deductible gift** to fight hunger — and help men, women, and children in need. Please, give today!

Your Feeding America Username:
enielsen



Privacy Policy | [Subscribe](#) | [Unsubscribe](#) | [Donate Now!](#)
Questions? If you have any questions about this message or any other Feeding America issue, please [click here](#) or call 1-800-771-2303.

2008 Donors

Tax Statement Appeal: Landing Page

FEEDING AMERICA
Formerly Named America's Second Harvest

HOME | FACES OF HUNGER | OUR NETWORK | DONATE | GET INVOLVED | PARTNERS | GET HELP

TAKE ACTION
DONATE
ADVOCATE
VOLUNTEER
COMMUNITY
• My Community Center
• Personal Profile
• Email Interests
• 2008 Giving Record
• My Community Center FAQs

DONATE NOW

2008 Official Charitable Giving Record

Start 2009 with a hunger-fighting gift! Your help is needed now more than ever! Remember, your gifts to Feeding America are tax-deductible to the fullest extent allowed by law. Why not start now?

GIVE NOW!
PRINTER FRIENDLY

GIVING TO:
Feeding America
35 E. Wacker Drive, Suite 2000
Chicago, IL 60601-2200
1-800-771-2303

FEDERAL ID NO.
36-3673599

DONOR ACCOUNT NO.
9317393

NAME:
Elizabeth Nielsen
2618 N Washtenaw Ave.
Chicago, IL 60647-1836

Total 2006 Contributions: \$ 0
Total 2007 Contributions: \$ 0
Total 2008 Contributions: \$ 210

You may print this form as an official record of your 2008 giving to Feeding America. If you itemize deductions, you may use this total gift figure for Schedule A of your 2008 Individual Federal Income 1040 Tax Form.

2008 CONTRIBUTIONS	
DATE - AMOUNT	DATE - AMOUNT
1/15/08 - \$25	-
6/5/08 - \$25	-
7/28/08 - \$50	-
11/3/08 - \$10	-
12/31/08 - \$100	-
-	-
-	-

Thank you for your generous giving this year! If you gave multiple gifts last year, every gift may not be itemized above. You've given a total of \$210 in 2008 to reach people facing hunger with over 2100 pounds of food and groceries - enough for 1470 meals. Please note that the dates listed above for online gifts reflects when gifts were processed and not necessarily the date of your donation. Your partnership is greatly appreciated.

Gifts listed were received January 1, 2008 through December 31, 2008. Feeding America did not provide any goods or services to you in exchange for these contributions. If you have questions, please call us at 1-800-771-2303.

This record includes gifts sent directly to America's Second Harvest and Feeding America online, by phone, or through the mail. If you supported our program by giving through one of our member food banks or partners, through a third-party website, or through a donor-advised fund, your gift will not be recorded here. Please double check your records and contact the partner to whom the gift was sent.

YOUR INFORMATION
Elizabeth Nielsen
enielsen@feedingamerica.org
2618 N Washtenaw Ave.
Chicago, IL 60647-1836
7732762765
[Update My Profile](#) | [Sign-Out](#)

YOUR EMAIL INTERESTS
• Advocacy
• E-alerts
• Newsletters
• Urgent News Alerts
[Update My Email Communications](#)

YOUR ONLINE GIVING HISTORY
Most Recent Online Gift:
\$15.00 on Nov 6, 2009
Year-to-Date Online Giving:
\$20.21
[2008 Giving Record](#)

Careers | Contact Us | Privacy Policy | Search | Site Map | Terms of Service
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Whenever reading a client's story, the image depicted is of the actual person being referenced. Other images are models for illustrative representation purposes only.

Feeding America is a 501 (c)(3) non-profit recognized by the IRS. All donations are tax-deductible.

- Integrated Campaign
 - ▶ Direct mail
 - ▶ Email
- Custom fields for annual 2008 giving amt/date
- Provides cum 2008 giving as well as cum for 2 prior yrs.
- Evergreen feature in My Community Center

Summary

- We're always thinking about donor experience and maximizing the relationship with Feeding America
- Critical to think about the desired actions you want to see results from using conditional content
 - ▶ Non-donor to donor
 - ▶ Donor to multi-donor or monthly donor
 - ▶ Advocate to donor

Questions?

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Using Convio Conditionals in Events

Brenda Miele, Director, IT Projects, Event 360



Let's Talk Events!

- Taking your Autoresponders to the Next Level
- Logging In and Keeping Them Interested
- Pizzazz to the Wrapper
- Participant Only Content Conditionals
- Fun with C-Tags, S-Tags and Groups in the Participant Center
- Q&A

Taking your Autoresponders to the Next Level

- First communication to your new event participants – make it stand out!
 - ▶ Your call to action: Fundraising and Recruiting

- Using Conditionals to Connect and Engage
 - ▶ You can adjust your messaging and hit home with more participants
 - Segmentation Ideas:
 - Team Captains
 - Team Members
 - Participation Type

- Use the S1 & S48!
 - ▶ Make Convio do the work and input date, event name, team names, passwords...you get the idea.

Taking your Autoresponders to the Next Level

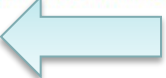
- Remind them what their username / password is in all autoresponders. (S1)



Dear Diamond, 

Someone has registered you for the 2010 Kidney Walk! Congratulations! We appreciate the commitment it takes to participate in the Kidney Walk. The Kidney Walk is a fun, inspiring, community fundraiser which calls attention to the prevention of kidney disease and the need for organ donation. It's also an opportunity for patients, family, friends and businesses to come together to support the 26 million Americans with chronic kidney disease.

As a reminder, here is your username and password for your Walk Center:

Username: dmiele6876 

Password: fig668gem

You can change this at any time by [clicking here](#) or by clicking on the "My Profile" link on the right corner of the walk site once you are logged in.

Now that you have been registered, you can log in and go to your **walk center** where you can customize your personal page and use the online tools to send emails to your friends and family asking for their support.

To help you get started, the **walk center** has sample emails you can use to encourage your friends and family to make donations on your behalf.

Taking your Autoresponders to the Next Level

- Entice them with links and specific content (S48)



Dear John,

Congratulations and welcome! Thank you for your phenomenal commitment to the fight against breast cancer.

Follow this link to download your Crew Handbook.

Although, as crew members, you are not required to fundraise, we appreciate any efforts you make on behalf of the cause. You can begin by setting up your participant center. Just log in with your username and password to access your Participant Center.

In your participant center, you can customize your personal page and use the online tools to send emails to your friends and family telling them about your commitment and asking them to register to participate with you. Follow this link to download instructions on how to use your Participant Center.

Although, as crew members, you are not required to fundraise, we appreciate any efforts you make on behalf of the cause. You can begin by setting up your participant center. Just log in with your username and password to access your Participant Center.

Thank you once again for making this commitment to the fight against breast



Dear Puppy,

Congratulations and welcome! Thank you for your phenomenal commitment to the fight against breast cancer.

Your 3-Day handbook and donation form will be sent to you in approximately two weeks. You don't need to wait until then to begin fundraising, however. You can get started right now by setting up your participant center. Just log in with your username and password to access your webpage.

encourage your friends and family to make donations on your behalf. Follow this link to download instructions on how to use your Participant Center.

You should bookmark your participant center so you can visit it often to check your progress.

If you are registered to walk in more than one 3-Day: Please note that you will have separate participant centers and separate donation forms for each 3-Day you are registered for. Once a donation is made to your fundraising account, it cannot be transferred to another account. We suggest you focus on fundraising for your first 3-Day, then start on the fundraising for your next 3-Day after you have reached your \$2,200 minimum for your first event.

If you want to show your 3-Day spirit for the world to see, just go to <http://www.3davaear.com/> to see a variety of 3-Day apparel and gear for

Registration Type = CREW

Registration Type = WALKER



Logging In and Keeping Them Interested

- Getting participants to log in – make it easy!
 - ▶ Always put Participant Center link in a consistent spot
 - ▶ Use the S8 to bring them back to the same page
 - ▶ Always have the “Forgot Password” link to prompt the system and keep it easy for them to gain access.
 - ▶ Let them know about their “Participants Only” section. This content should entice them to want to log in and find out more details!

Logging In and Keeping Them Interested

- Make a “Landing Page” just for their events
 - ▶ One place to see all Participant Centers. Easy to get back to their “home”.
 - ▶ Use S1 to see if logged in or not.
 - ▶ Convio does all the work with the S39.
 - ▶ Quick “Help” link in case of issues.

National Kidney Foundation

IT ONLY TAKES A SHORT WALK TO HELP SOMEONE TAKE A LIFESAVING STEP

Welcome, National! [Logout](#) | [My Walk Center](#) | [My Profile](#)

My Walk Center

Welcome back, National!

Participant center(s). Please choose one to continue!

2009 Corpus Christi Walk	October 29, 2009
2009 Denver Walk - Washington Park	October 11, 2009
2010 Kidney Walk	March 19, 2010

If you do not see your walk center listed above, please contact us at walk@kidney.org.

Home | National Kidney Foundation | Privacy Policy | Contact Us

© 2009 National Kidney Foundation, Inc., 30 East 33rd Street, New York, NY 10016, 1-800-622-9010

[NKF on Facebook](#)
Become a fan of National Kidney Foundation!

[Follow Us on Twitter](#)
Be the first to know what is happening with National Kidney Foundation.

[ShareThis](#)

POWERED BY [CONVIO](#)

[BBB](#)

[CHARITY NAVIGATOR](#)
Four Star Charity

Logging In and Keeping Them Interested

- What Can the S39 Do For You?
 - ▶ Show all Participant Centers – across your entire site – in one area
 - ▶ Can be configured to display participant centers by registered events, fiscal year, type, etc.
 - ▶ Don't know code? No worries! It's a component in PageBuilder.

To enter a Participant Center: Select a pink event link below.

You are registered for these events:

2009 San Diego Breast Cancer 3-Day	November 20 - 22, 2009
2010 Susan G. Komen San Diego 3-Day for the Cure	November 19 - 21, 2010

If you do not see any event(s) listed above, it is probably because you are not registered for a 3-Day.

If you are having difficulty navigating our site, please make sure you disable any pop-up blocker in your internet browser. Check the Options section of your browser and delete temporary files and cookies, restart your browser and continue.

Pizzazz to the Wrapper

- Using Session Tags, you can:
 - ▶ Brand one wrapper with Event Name
 - ▶ Example: National Kidney Foundation Affiliate Walks



Pizzazz to the Wrapper

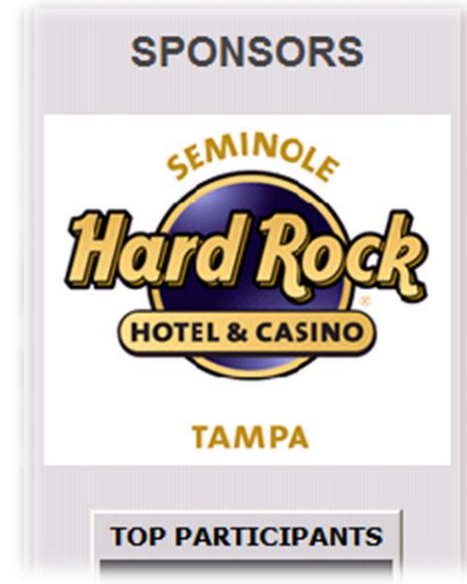
- Using Session Tags, you can:
 - ▶ Have specific components based on TRID (S80)
 - ▶ Example: Autism Society – Ticket to Ride



Jacksonville



Dallas



Tampa Bay

Pizzazz to the Wrapper

- Using Session Tags, you can:
 - ▶ Remove navigation when making a donation
 - ▶ Example: The Breast Cancer 3-Day (now the Susan G. Komen 3-Day for the Cure)

BREAST CANCER 3 DAY
BENEFITING SUSAN G. KOMEN FOR THE CURE
A NATIONAL PHILANTHROPIC TRUST PROJECT
Presented by **Energizer**

LEARN MORE

Join me

Click to do to Brenda Miele 2009

1 Donation Information — 2 Payment Information — 3 Review Donation

Thank you for your donation to the 2009 Denver Breast Cancer 3-Day on behalf of Brenda Miele.

Select a Donation Level and Payment Option

*Select Donation Amount:

- \$1,000.00
- \$750.00
- \$500.00
- \$250.00
- \$150.00

VeriSign Secured
VERIFY

ABOUT SSL CERTIFICATES

[Privacy Policy](#)

[Is online giving safe?](#)

Participant Only Content Conditionals

- Special content just for your participants!
 - ▶ “Members Only” – you have to be registered as a participant to see specific content
 - ▶ What are they doing on the site?
 - Looking at interactions on the site and customizing messaging.
 - ▶ So...How Do You Do That?
 - Session Tags are your friend
 - Security Categories (Registered Users)
 - Queries, Groups and Interests...Oh MY!
 - S45 for Groups, S1 for Interests

Participant Only Content Conditionals

- Special content just for your participants!
 - ▶ Example: Breast Cancer 3-Day

The screenshot shows the 'Breast Cancer 3-Day' website. At the top, there is a navigation bar with 'SEARCH', 'Welcome, Brenda | Participant | Cancer | Logout | My Profile'. Below this is a banner with the text 'EVERYONE DESERVES A LIFETIME' and 'Presented by Energizer'. The main content area is titled 'TRAINING' and includes a 'Training Checklist' with items like 'Read your walker handbook', 'Attend a Get Started', and 'Subscribe to the Virt'. A call to action box on the right says 'want become a training walk leader and sta' and lists 'Training Resources' such as 'Search for a Training Walk', 'Training Walk Leaders: Post a Training Walk', 'Achilles Tendonitis', and 'Asthma and Allergies'. A light blue arrow points from the 'Training Resources' section to the 'Search for a Training Walk' link. At the bottom right, there is a 'Shop Now' button and a 'Share This Page' link.

Fun with Tags in the Participant Center

■ The Participant Center – Endless Possibilities!

▶ C-Tags

- Simplify your set up – use text fields to store repeated content (example: email, coordinator name, etc.)
- Use C1 tag to populate field data

1. Custom Page Title and Content:

Identifies this page and defines content to be displayed

Layout: Refresh

Common Text for All TeamRaiser Pages

Event Title:

Event Date/Time:

Event Schedule:

Event State:

Event City:

Event Location:

Link to Event Directions:

Event Coordinator Name:

Event Coordinator Phone:

Event Coordinator Email:

Sponsor name or image filena

Sponsor name or image filena

Sponsor name or image filena

Sponsor name or image filena

Sponsor name or image filena

HTML Area

-- Personalization -- -- Conditionals -- -- Components -- -- Links --

```
<convio:session name="51" param="reus_event_login"></convio:session>
<P class=subheading>
<TABLE cellSpacing=4 cellPadding=4 border=0>
<TBODY>
<TR>
<TD class=subheading vAlign=top noWrap>Date: </TD>
<TD class=subheading vAlign=top noWrap>[[C1:event_date]]</TD></TR>
<TR>
<TD class=subheading vAlign=top noWrap>Location: </TD>
<TD class=subheading vAlign=top noWrap>[[C1:event_location]]</TD></TR>
<TR>
<TD class=subheading vAlign=top noWrap></TD>
<TD class=subheading vAlign=top noWrap>[[C1:event_location_city]]
</TD></TR>
<TR>
<TD class=subheading vAlign=top noWrap>Check In Begins: </TD>
<TD class=subheading vAlign=top noWrap>TBD</TD></TR>
<TR>
<TD class=subheading vAlign=top noWrap>Walk Starts at: </TD>
```

Specific Contribution
Specific Solicitation
Time Based Contribution
Survey
Survey
TeamRaiser
Amount Raised
Campaign Id
Classification
Coordinator Email
Coordinator Name
Coordinator Phone
Days to Event
Donation App Id
Event City
Event Date
Event Date/Time
Event Location
Event Schedule
Event State
Event Title
Form Id
Goal
Link to Directions

Fun with Tags in the Participant Center

- The Participant Center – Endless Possibilities!
 - ▶ Use S-tags to populate important details for the participants:
 - Days Until Event
 - Participation Type
 - Fundraising
 - Render lists of TeamRaiser Participants, Teams, or Gifts (S36)
 - On a Team or Not (and what the team name is)

Fun with Tags in the Participant Center

5 days until the event!
Your Participant ID: 2809830
You are registered as a: Walker

Questions?

Email: coaches@the3day.org
Phone: 800.996.3DAY

Thank you for joining the 2009 Denver Breast Cancer 3-Day!

11 days until the event!
Your Participant ID: 1225742
You are registered as a: Crew

Questions?

Email: coaches@the3day.org
Phone: 800.996.3DAY

Thank you for joining the 2009 San Diego Breast Cancer 3-Day!

Welcome to your Participant Center!

[Your Donation Form](#)

Registered for more than one Breast Cancer 3-Day in 2009?

[Click here to select which Participant Center to view.](#)

[Click here to go to your 2010 Susan G. Komen 3-Day for the Cure Participant Center.](#)

Online Check-in: You have completed online check-in and you have declined a tent assignment. Please [click here](#) to print out your confirmation page.

Welcome to your Participant Center!

Denver Crew Superstar Fundraisers

[Learn more about how to fundraise using your Participant Center](#) and you could see your name "up in lights" soon!

Top Crew Fundraisers:

Molly Fast	\$3707.22
Sharon Bishop	\$3335.00
Carl Bloom	\$2400.00
Wendie Olshan	\$2027.00
Nancy Brown	\$2000.00

Power Crew Team:

Pit Stop 4

(All stats as of 08/23/2009)

Your Crew Team Assignment: Pit Stop 4

[The August News is now posted.](#) Check out the links to the left to read more.

Fun with Tags in the Participant Center

■ Other Things to Consider

- ▶ Navigation that is specific to your Participant Center
 - Participant Message Boards
 - Resources
 - Widgets
- ▶ Checking on email communication – are they opted out and not know it?
- ▶ Sponsor information
- ▶ Links to downloadable donation forms

Q&A / About Event 360

- Event 360 is the industry leader in creating fundraising, advocacy and awareness events for nonprofits
- Our Services
 - ▶ Event Production
 - ▶ Consulting
 - ▶ IT Consulting
- Contact us
 - ▶ Jono Smith
VP, Sales & Marketing
Mobile: 202.236.1079
jsmith@event360.com



your mission is our passion.



Questions?



FOURTH ANNUAL
Convio Summit
November 16-18 **2009**

Wrap Up

Taylor Shanklin and Ken Cantu

Wrap Up

- Lots of functionality to get creative with.
- Work into all areas of your online fundraising efforts from small campaigns, to large projects, to your key events throughout the year.
- You can do it and we are here to help!

Resources to help you along the way


- Code snippets on Summit CD
- Convio S Tag and Conditional Document
- How to construct S Tags and Conditional Summit 2008 Presentation
- Expert, Demo and Usability Labs
- Convio Community (Free!)
- Retained Services (\$)
- Convio Open <http://open.convio.com>

Thank You

- Special thanks to Liz and Brenda!
- We'll stay around for any follow-up questions you might have.
- We look forward to seeing what you create!

Ken & Taylor

kcantu@convio.com | tshanklin@convio.com



Text **CNV149** to **30644**
to take a quick survey
about this session.

Don't forget to visit the Expert Lab!