



CONVIO LUMINATE[™]
ONLINE FUNDRAISING | CRM | ANALYTICS



WELCOME TO CONVIO LUMINATE™

You need new ways to reach your supporters. To break down data silos and get the full picture of your data. To see online and offline engagement in one place. To put your donors in the driver's seat. You need the tools and processes to send the right messages at the right time, through the right channels, to the right audience.

That's constituent engagement. And that's Convio Luminare.

A COMPLETE CONSTITUENT ENGAGEMENT SOLUTION

Convio Luminate™ is a complete constituent engagement solution that brings together the software and services for better engagement and better results. With Convio Luminate, enterprise nonprofits can optimize engagement by building a unified constituent experience with integrated messaging across a variety of channels. With a smart architecture and the services to back it up, Convio Luminate brings the power of constituent relationship management (CRM), online fundraising and business analytics to your entire organization through one platform.

Extend Your Reach Across All Channels

Maximize the value of your supporter relationships with an open, extensible, cloud-based constituent engagement solution that allows you to fully analyze your relationships with donors, advocates and other constituents from anywhere, anytime via the Internet. There's no hardware to purchase and maintain, no software to upgrade, no data limit, and minimal training needed. Design tailored, integrated, multi-channel campaigns and interactions—leveraging a mix of traditional, digital, social and mobile

communications for maximum impact. Move more people through more ways than ever before.

Online Engagement + Constituent Management

Convio Luminate is comprised of two core components: Convio Luminate Online, which includes email marketing, fundraising, online advocacy and events; and Convio Luminate CRM, which combines the power of campaign management and constituent relationship management with business analytics for a complete, dynamic view of all your supporters.

Support for Affiliate and Chapter-Based Organizations

Convio Luminate offers MultiCenter capabilities for organizations with multiple business units, including chapters, affiliates, separate 501c3 and 501c4 entities or departments that need to manage data individually and at a roll-up level within a single system.

Moves Management

Convio Luminate makes major gift fundraising more productive and reliable with the tools and processes to help you identify and foster the personal relationships essential to major giving.



THE CHANGING NONPROFIT LANDSCAPE

- **\$16 BILLION** fewer dollars
- **43% MORE** nonprofits
- **3000+ MESSAGES** targeting supporters every day

CONVIO LUMINATE ONLINE

Convio Luminare Online helps you better understand your online supporters, make the right ask at the right time, and launch creative fundraising campaigns.

Online Fundraising & Donations

A complete toolset for developing successful multi-channel fundraising campaigns. Tailor campaigns to individual donor interests or based on any factors you select. Flexible donation processing, gift types and custom form design or ready-to-go templates make it easy to spend more time fundraising and less time managing technology.

Shopping Cart

All the tools you need to manage your donation premiums, create online virtual gift stores or sell merchandise in a familiar ecommerce interface.

Calendar

Make a date to engage your supporters with the ability to create a variety of events that display as links on an easy-to-read web calendar. Configure free or paid events to make it easy for users to sign up with RSVP tools or ticket purchase forms.

Email

A complete solution for managing email communications with industry-leading inbox deliverability rates. Manage effective email campaigns every step of the way—from creation and testing, to targeted delivery and follow-up.

Web Content Using PageBuilder

Easy-to-use content management tools make it simple to create professional, user-friendly web pages and campaign microsites to support your fundraising and constituent

engagement campaigns. Use your content to develop more meaningful and relevant conversations and expand your reach to your supporters' networks.

Companion Products

- Convio Luminare CMS

A fully integrated approach to building and managing websites and engaging your supporters. Convio Luminare CMS goes beyond simple web administration to provide a complete solution for your marketing team—listening, capturing, and serving as your ear to the digital world and enabling a two-way conversation with your supporters. CMS contains the complete toolset for all your daily administrative needs, but it truly shines as a meeting ground for all the multi-channel activity connected to your website.

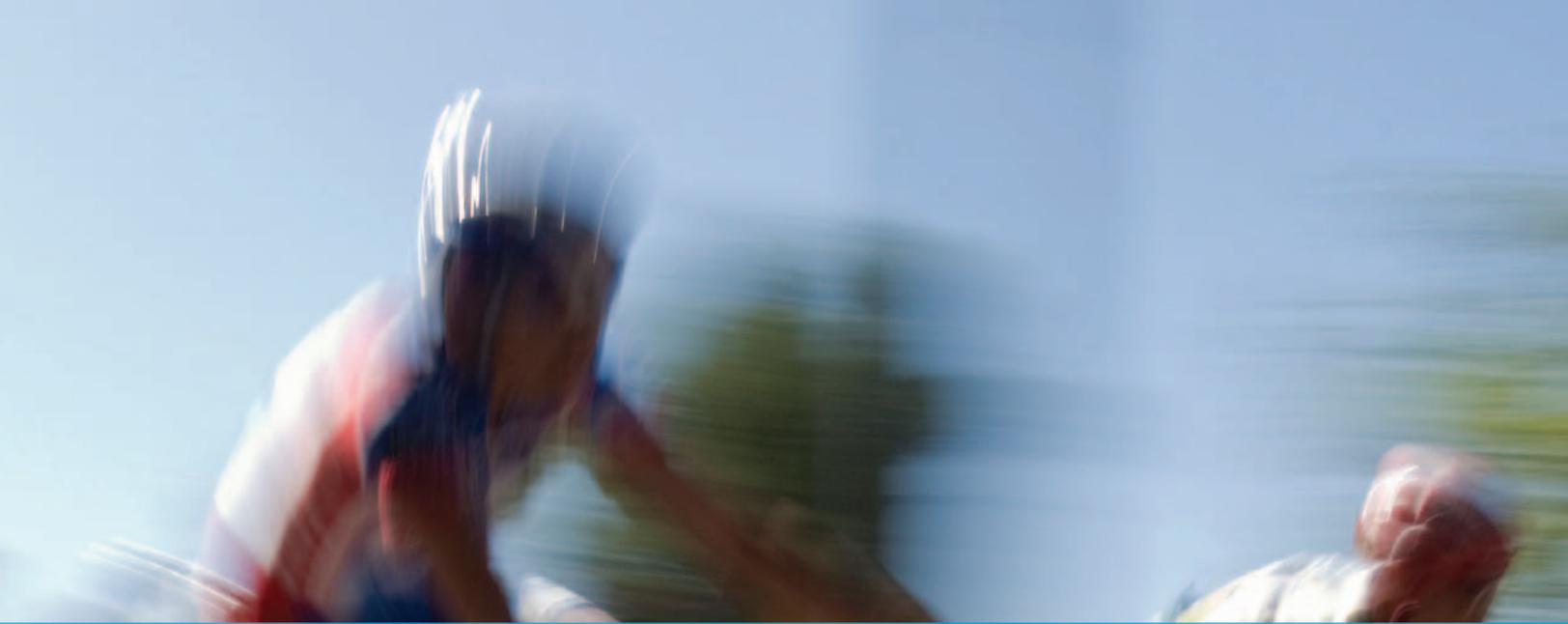
- Advocacy

Use the Internet to mobilize people quickly around the issues most important to your organization. Grow your activist base through your website and new media channels. Convio Advocacy helps you foster stronger relationships with impassioned constituents, inspiring them to become donors and long-term supporters.

- TeamRaiser™

Tap into the personal networks of your strongest supporters, mobilize volunteers over the Internet, and turn your event teams into active fundraisers. Convio TeamRaiser™ is a complete online event fundraising software solution with tools to help you recruit, maximize participant fundraising, and maintain momentum long after the event.





\$1 BILLION+

THE AMOUNT RAISED IN 2010 BY
CONVIO TEAMRAISER CLIENTS
IN THE RUN WALK RIDE TOP 30



Convio Luminate magnifies our capacity to know somebody and how they interact with our organization. With more complete data on our supporters, we can manage relationships better on an individual level.

– Pam Rutter, Web Manager
Project On Government Oversight (POGO)

Convio Luminate CMS has freed up our technical resources so that we can focus on strategic initiatives. We're no longer mired in fixing typos on our website. Instead, we're optimizing metadata, improving user experience, and fine-tuning content based on analytics.

– Phoebe Lee, Director, Online Communications
UN Foundation

Convio Advocacy helps us keep our supporters engaged with our organization and updated on our key issues, which leads to greater success with both our advocacy and fundraising efforts.

– Chris Burley, Director, Online Campaigns
Defenders of Wildlife



ACCORDING TO THE LATEST NONPROFIT RESEARCH*

51% OF MAJOR DONORS PREFER DONATING ONLINE OVER TRADITIONAL CHANNELS.

CONSTITUENTS DONATE AN ESTIMATED \$3 BILLION DURING THE HOLIDAY SEASON.

DONORS EXPECT TO RECEIVE COMMUNICATIONS ACROSS MULTIPLE CHANNELS.

80% OF MAJOR DONORS GIVE ONLINE.

CONVIO LUMINATE CRM

Much more than a donor database, Convio Luminate CRM gives you a more complete understanding of your supporters and an organization-wide toolset for managing every relationship. Designed for large, sophisticated nonprofits, Convio Luminate CRM includes a comprehensive data warehouse that enables analytical capabilities and business intelligence not available in any other nonprofit solution.

Constituent Relationship Management

Access all your contact and interaction data in one place. Link contacts to households and organizations and define relationship types to create a complete profile of all of your supporters. Track all interactions—from one-to-one to large multi-channel direct response campaigns.

Donation Management

Track all gifts, process transactions, manage sustaining donors, build revenue forecasts, find prospective donors and monitor major donor opportunities all from one application.

Direct Marketing

Structure, segment and analyze your multi-part campaigns for direct mail or other marketing efforts with Convio Luminate CRM. Manage your campaigns in-house, or enlist Convio Services for full service bureau support for campaign management.

Reporting and Dashboards

Start from scratch or clone an existing report and make it your own. Define summary counts, record a grouping, use simple or advanced filters and time period criteria and share with other team members or keep private. Build multiple graphic dashboards for display on your start page and receive via email automatically.

Event Management

Track invitations and sponsorships, create and assign multiple attendee levels while recording all payments, event expenses, additional donations and in-kind gifts in one database.

Volunteer Management

Organize multi-shift volunteer jobs, select the desired and required qualifications and easily find available volunteers in the database whose availability and skills match upcoming volunteer opportunities.

Flexibility for Customization

With client-tested usability, your team can easily customize Convio Luminate CRM with 'clicks'—no coding required to create custom fields, improve page layouts and apply workflow rules and email notifications to meet your needs.

Predictive Modeling & Analytics

Apply knowledge about constituent interests and behaviors to any activity (fundraising, advocacy, event participation, etc). Analytics and business intelligence with predictive modeling will help your organization effectively attract new constituents, retain existing ones, reactivate lapsed supporters, and nurture existing relationships to higher levels of engagement.

Built on the World's Leading CRM Platform

Convio Luminate combines the industry's most successful online fundraising suite with the world's most powerful CRM platform, Salesforce.com, and leading analytics technologies and expertise to meet the complex needs of large, sophisticated nonprofits. Open, extensible, and hosted in the cloud, Convio Luminate updates automatically, keeps your data safe, and future-proofs your technology investment for years to come.

* Convio, Sea Change Strategies, and Edge Research, *The Wired Wealthy: Using the Internet to Connect with Your Middle and Major Donors*, 18 March 2008; JupiterResearch, *\$3 Billion is a Click Away*, 27 October 2008; Convio, Edge Research, Sea Change Strategies, *The Next Generation of American Giving*, March 2010

CONVIO LUMINATE SERVICES

Convio Luminate is backed with a knowledgeable team of experts dedicated to helping you succeed in all your multi-channel marketing efforts.

Strategic Services

Let us help you reach your constituent engagement goals.

Whether you are new to integrated marketing or you're ready to boost the effectiveness of your existing fundraising programs, the Convio Strategic Services team can help you plan and execute a winning strategy for acquiring and engaging individuals and converting them into lasting supporters.

- **Integrated Strategy**

From defining priorities and setting goals to measuring success, we help you develop a multi-channel strategy that supports your objectives and integrates with your existing marketing and fundraising initiatives.

- **Campaign Management**

We help you plan and execute one-time or ongoing campaigns that include multiple online and offline channels. Services include campaign strategy, database segmentation, reporting and analysis—with project management services each step of the way.

- **Data Analytics**

Whether you need comprehensive analytical support or a one-time predictive modeling solution to improve your fundraising campaigns, we tailor our data analytics services to meet your specific needs.

- **Interactive Marketing Services**

For a boost to your web and email presence, Convio offers creative services including graphic design, information architecture, website analysis and interactive/multi-media projects.



NONPROFIT TECHNOLOGY THAT REALLY MOVES PEOPLE

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 Luminare™ for enterprise nonprofits. Headquartered in Austin, Texas with offices across the United States and United Kingdom, Convio serves more than 1,500 nonprofit organizations globally. Convio is listed on the NASDAQ Global Market under the symbol CNVO. For more information, visit www.convio.com.



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