



HELLER
CONSULTING

technology geeks.
nonprofit experts.

Let's See What Convio Common Ground™ Can Do



About Heller Consulting

Experience

15 Years - 800 Clients – 1,700 Projects

Places

San Francisco, Chicago, New York

People

25+ People – Smart, Skilled, Committed

Focus

Serve Solely Nonprofits
All Consultants Have Worked in Nonprofits



Heller Consulting Service Areas



▶ 15 Years - 800 Nonprofit Clients - 1,700 Projects

Convio and Common Ground

Convio

- Founded in 1999, IPO in 2010
- 400 employees
- 1,400 clients, including 32 of the top 50 Nonprofits
- Prior to Common Ground, 100% focused on Online Marketing
- Convio clients raised over \$1.2B online in 2010
- Based in Austin, with offices in DC and Bay Area

Common Ground

- Donor database app built on Salesforce.com
- Launched Sept 2008
- Over 500 clients
- Includes online fundraising module
- Implementations done by network of authorized Convio Solution Providers

**Integrated Constituent Engagement solutions for
nonprofit organizations**

Our Agenda

- Should I Stay or Should I Go?
 - A quick review of our last webinar
- The Story of Common Ground
- Guiding Themes
- A Guided Tour
- Q&A



Should I Stay or Should I Go?

- What should a donor database do for you?
 - Support **implementing** and **measuring** your fundraising strategies
 - Segment, Communicate, Record, Report
- Do you need new software?
 - Is your current system really *broken*?
- So what is Common Ground anyways?



Common Ground – A Brief History

- Convio – observing the industry, wanting to help
- Heller – experience, principles, functionality



Common Ground Themes

- Easy to Use
- Rock Solid Fundraising Operations
- Supports All Types of Constituents and Channels
- Flexible and Open
- Built for Today's Donor



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