**Osteogenesis Imperfecta Foundation**

Using Convio Web content management, email marketing and event management tools to improve service and support for people affected by the genetic disorder osteogenesis imperfecta.

"Convio has improved our ability to cost-effectively reach people who are affected by osteogenesis imperfecta, and to use our Web site and email communication to provide them with the resources they need. There's simply no better place than our Web site for people affected by OI to gain information, make new friends in the OI community, become involved in OI-related events and realize their full potential. And, we're able to reach more people through timely email communications and newsletters, while spending less time and money on postage and manual labor — we wouldn't be able to do that without Convio’s online tools and support." — Heller An Shapiro, Executive Director of the Osteogenesis Imperfecta Foundation

**ABOUT THE OI FOUNDATION**

The Osteogenesis Imperfecta Foundation (OIF Foundation, www.oif.org) is the only voluntary national health organization dedicated to helping people cope with the problems associated with osteogenesis imperfecta (OI). OI is a genetic disorder, characterized by bones that are brittle and break easily. For example, a cough or sneeze can break a rib. Rolling over can break a leg.

The OI Foundation's mission is to improve the quality of life for people affected by OI through research to find treatments and a cure, education, awareness, and mutual support. Every month, the foundation responds to more than 600 inquiries about OI with fact sheets, books, cassettes, videos, referrals to support groups and OI clinics and one-on-one support from trained resource specialists.

**THE CHALLENGE**

Since its founding in 1970, the foundation has provided support to people with Osteogenesis Imperfecta. But, because little is known about the genetic disorder in the medical community and even among people who have the disorder, identifying and supporting people with OI has been a significant challenge.

The OI Foundation realized that the Internet could be a powerful, cost-effective vehicle for reaching out to new and existing constituents, delivering information and resources, building a community and offering ways to support the organization. However, the group faced significant challenges:

- It had a static Web site that was not easily modified. With only seven employees, the group had limited human resources for updating information, much less making Web site improvements or managing technology. As a result, they had few return visitors to the site.
- It had no online tools for marketing or fundraising, so reaching new constituents and pushing information — such as OI fact sheets and newsletters — to existing constituents was a manual, costly task.
- It offered no way for people with OI to easily communicate with each other, share their experiences or help drive support for the OI Foundation, making it difficult for the organization to create community or reach other potential constituents by word of mouth.

**HIGHLIGHTS**

In one year of using Convio, the OI Foundation is reaching more people affected by OI and providing them with valuable resources:

**Outreach**
- Over 250% growth in Web site visitors (9,850 per month before using Convio, to 35,325 per month currently)
- 25% increase in clinic directory

**Service Capacity**
- 43% increase in educational material distributed, with no extra staff

**Communication**
- Improved level of one-on-one support for those affected by OI (constituents are finding basic information on the Web site, freeing up staff members to answer complex questions about OI)

**THE CONVIO SOLUTION**

The OI Foundation chose Convio for an online Constituent Relationship Management (eCRM) solution that includes tools for Web content management, online fundraising and marketing, event management and external communications. Convio powers the group’s 180-page Web site, a critical connection between the foundation and its constituents that provides visitors with continuously updated news, fact sheets and other resources, and integrates with the foundation’s chat and bulletin board features.

Convio also allows the foundation to personalize the visitor’s Web site experience by recognizing registered visitors and greeting them by name. Plus, the OI Foundation can use online surveys to collect information from registered site visitors, and deliver content specific to their interests, making their experience with the foundation more personal and relevant. Because Convio requires no technical knowledge and allows for quick content updates, one person is now able to update the site regularly — a key factor in the foundation’s decision to use Convio.

In addition, the OI Foundation uses Convio to manage event RSVPs and ticketing online, and post calendars of events ranging from regional fundraising events to online chat sessions. The OI Foundation also uses Convio to allow support group leaders and other supporters across the country to publicize their events.

With Convio, the OI Foundation also conducts email marketing and fundraising campaigns, sends email updates and monthly email news bulletins, and includes Convio-powered Tell-a-Friend links to spread the word about the organization. These capabilities...
SOLUTION BENEFITS

The OI Foundation is meeting its original goal for using Convio: to improve online services. What's more, it broke even on its investment through increased online donations and a reduction in paper-based mailings. With Convio's integrated software solution, the foundation has dramatically increased its Web site traffic, built stronger relationships with constituents, improved its level of support for those affected by OI and boosted its online donations:

Increased Outreach — Using Convio to spread the word through emails, online newsletters and Tell-a-Friend capabilities, the OI Foundation's Web site visitors have grown more than 250 percent, from 9,850 per month to 35,325 per month. In fact, the foundation was pleasantly surprised when it posted and promoted an online directory of clinics experienced in working with OI patients. The success of the online directory resulted in letters and phone calls from additional clinics providing services to the OI community, requesting to be listed in the directory and on the Web site. As a result, the listing grew by 25 percent.

Improved Services — Since the OI Foundation began using Convio, more constituents are getting basic information about OI from the Web site, rather than calling or emailing foundation staff members. Staff members now have more time to develop new informational material and give one-on-one support to constituents who have more complex needs. The result: the group has improved the quality of its support for people affected by OI, without spending more money or adding more staff members.

Increased Donations and Reduced Costs — After only a year of using Convio, the OI Foundation's online donations and sales have equaled about half of the Convio licensing fee. And, because Web site visitors can get the information they need in just a few clicks online, the foundation has reduced the time and money spent assembling and mailing information packets. In fact, the group now sends about one-third of the paper-based mailings it used to send.

Comprehensive Online Strategy — With Convio, the OI Foundation now designs all of its products and resources with cost-effective online marketing in mind. Before, the Web site was simply a place to advertise the foundation. Now, the Internet is an integral part of the foundation's strategy. For example, the group now maintains frequent communication with constituents through emails and monthly online newsletters. Plus, every time the foundation creates a new fact sheet, the group considers how it will be promoted through the Web site and email marketing to ensure constituents get the newly published information.

ABOUT CONVIO

Convio is the leading online Constituent Relationship Management (eCRM) company serving nonprofits. Convio helps organizations attract, motivate, and retain constituents for fundraising, advocacy and other support. In addition to the Osteogenesis Imperfecta Foundation, 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 organization manage constituent relationships more easily and productively, contact us today:

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