



Mobile Loaves & Fishes, Inc. (MLF) is a social outreach ministry for the homeless and indigent working poor. MLF's mission is to provide food, clothing, and dignity to its brothers and sisters in need. The organization accomplishes its mission through the use of catering trucks and a volunteer base of almost 10,000 across five states.

CHALLENGES

Although MLF is small in size at \$2 million in annual revenue, investing in technology has been an important factor in supporting their mission. From the beginning, MLF developed a volunteer management and mapping database that provided volunteers with detailed itineraries and maps for the five cities where the organization serves the homeless population every day. As the organization has grown, so has the demand for financial transparency and governance which has required a robust accounting system at their Austin, Texas headquarters. Over four years ago, MLF added a third leg of technology to its operation, Convio Online Marketing, that has increased its online marketing and fundraising efforts across the entire organization.

Yet, even with technology they utilized, annual appeals and campaigns were a huge challenge because each of the three systems stored valuable information, but were not integrated. In order to accurately segment campaigns, data had to be synchronized manually across the databases resulting in a time-intensive and sometimes error-prone process. Despite the various systems, MLF lacked a powerful donor management system that would integrate its disparate data and track the online and offline activities of its entire constituent base.

Common Ground has helped our small organization become an extraordinary force because we now have a tool that is flexible, scalable, and web-based to consolidate data about all of our interactions with our supporters — whether they donate online, offline, a member of a truck team in Nashville, or a volunteer in Austin. We believe we've found the Holy Grail of data integration in Common Ground.

Alan Graham, President, Mobile Loaves & Fishes

CONSIDERING COMMON GROUND

After evaluating several standalone donor databases, Convio Common Ground CRM was the ideal solution because it was a powerful, web based system that could fully integrate with MLF's existing databases, according to Alan Graham, president of MLF. Now, the organization can push information out of its volunteer, accounting and online marketing systems into Common Ground and look at individual donors or volunteers, communities, truck teams — all as isolated groups or a complete 360-degree view. This flexibility enables the organization to see how the all of the data is related and properly segment and target individuals with effective and engaging communication methods.

BENEFITS OF COMMON GROUND

MLF benefits from a consolidated view of all constituent data and anytime, anywhere access due to the Common Ground web-based environment while:

- Integrating three disparate databases that each housed important data which has eliminated manual, time-intensive processes to sync data for marketing and fundraising campaigns
- Providing new views into constituents and how the organization can communicate with individual donors, groups and volunteers to make a bigger impact
- With the Common Ground open platform, MLF can integrate with social networking websites as well as leverage tools available on Salesforce.com AppExchange

Mobile Loaves & Fishes has grown online fundraising more than 240% and experienced 100% year-over-year growth in one year alone. Nonprofits have to be in the technology game or they risk being left behind. Tools like Convio Online Marketing and Common Ground have been a dream come true for us.

Alan Graham, President, Mobile Loaves & Fishes

ABOUT CONVIO

Convio is the leading provider of on-demand constituent relationship management (CRM) software and services that give nonprofit organizations a better way to inspire and mobilize people to support their organization. Convio Online Marketing, the company's online marketing suite, offers integrated software for fundraising, advocacy, events, email marketing and web content management, and its Convio Common Ground™ CRM system helps organizations efficiently track and manage all interactions with supporters. All Convio products are delivered through the Software-as-a-Service (SaaS) model and are backed by a portfolio of best-in-class consulting and support services and a network of partners who provide value added services and applications focused on the unique needs of nonprofit organizations. For more information, please visit www.convio.com.

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