

Go! Air!

April 25, 2012

Q1-2012 Benchmarks and HFB Tracking & Reporting

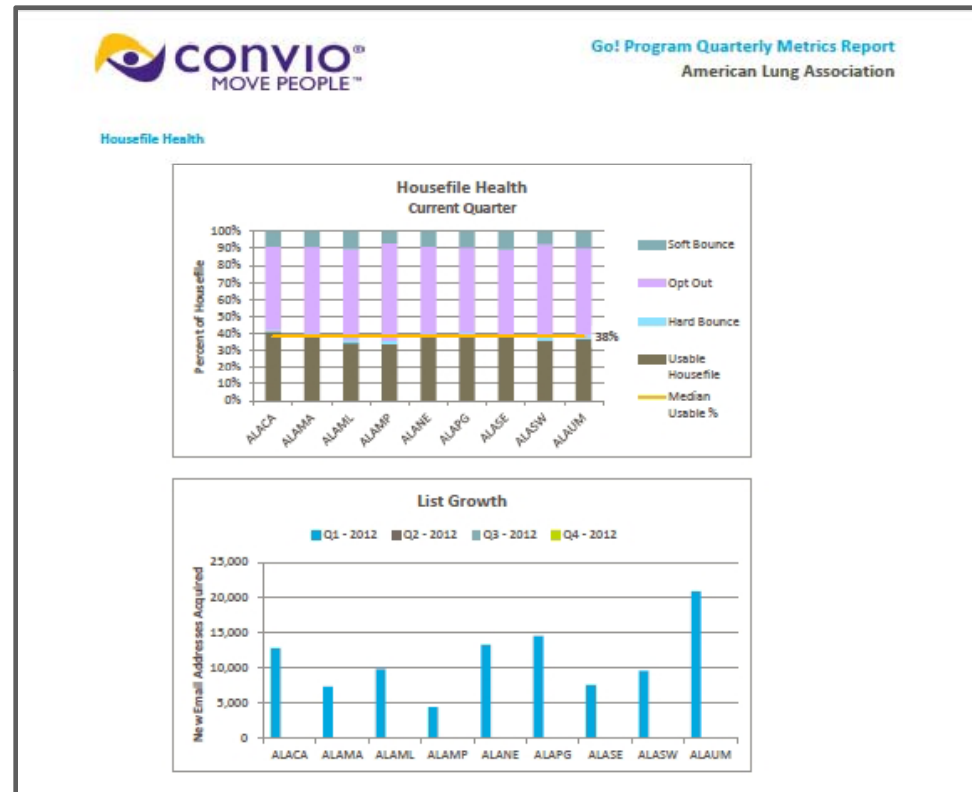


Today's Topics

- Q1-2012 Benchmarks
- HFB Tracking and reporting on results
- Introducing the Welcome Series
- Open Q&A

Go! Quarterly Benchmark Report

- Q1-2012
Jan 1 – Mar 31 2012
- Housefile Health (contacts)
- Fundraising
- Email performance
- Events



Today's Topics

- Q1-2012 Benchmarks
- HFB Tracking and reporting on results
- Introducing the Welcome Series
- Open Q&A

Survey Participants

- Survey List -				
Records 1 - 1 of 1 First Previous Next Last				
<input type="text" value="hfb"/> <input type="button" value="Search"/> <input type="button" value="Show All"/>				
Survey Name	Actions	Status	Date Published	Responses
Convio Go! HFB - Midland States	Preview Edit Find Responses View Report Download Survey Responses Unpublish Copy	Published	Mar 5, 2012	189

eCard Senders Report

Email

eCard Campaigns eCard Reports

eCard Reports

Refresh this page

Create a new report: -- Select one of the available report types -- Go

-- Select one of the available report types --

- eCard Campaign Statistics Report
- eCard Comparison Report
- eCard Senders Report**
- eCard Messages Sent Report

Records 1 - 2 of 2 [First](#) | [Previous](#) | [Next](#) | [Last](#)

Search Within Results

Query

Query

[Query List](#)[Query Info](#)[Query Builder](#)[Results](#)

HFB Campaign 2012

Query Details

Field Type: Additional Information Field: ALA Custom Date Field (TBD)

Add Field Clause

Add Group Clause

Add an Interaction Clause

Add Center Opt-in Clause

Change

Remove

And Or

()


System Creation Time falls on or after Apr 1, 2012
AND System Creation Time falls on or before Apr 30, 2012
AND a member of 'Convio Go! HFB 2012 (Midland States)' group


Run Query

Save Query

Save Query As

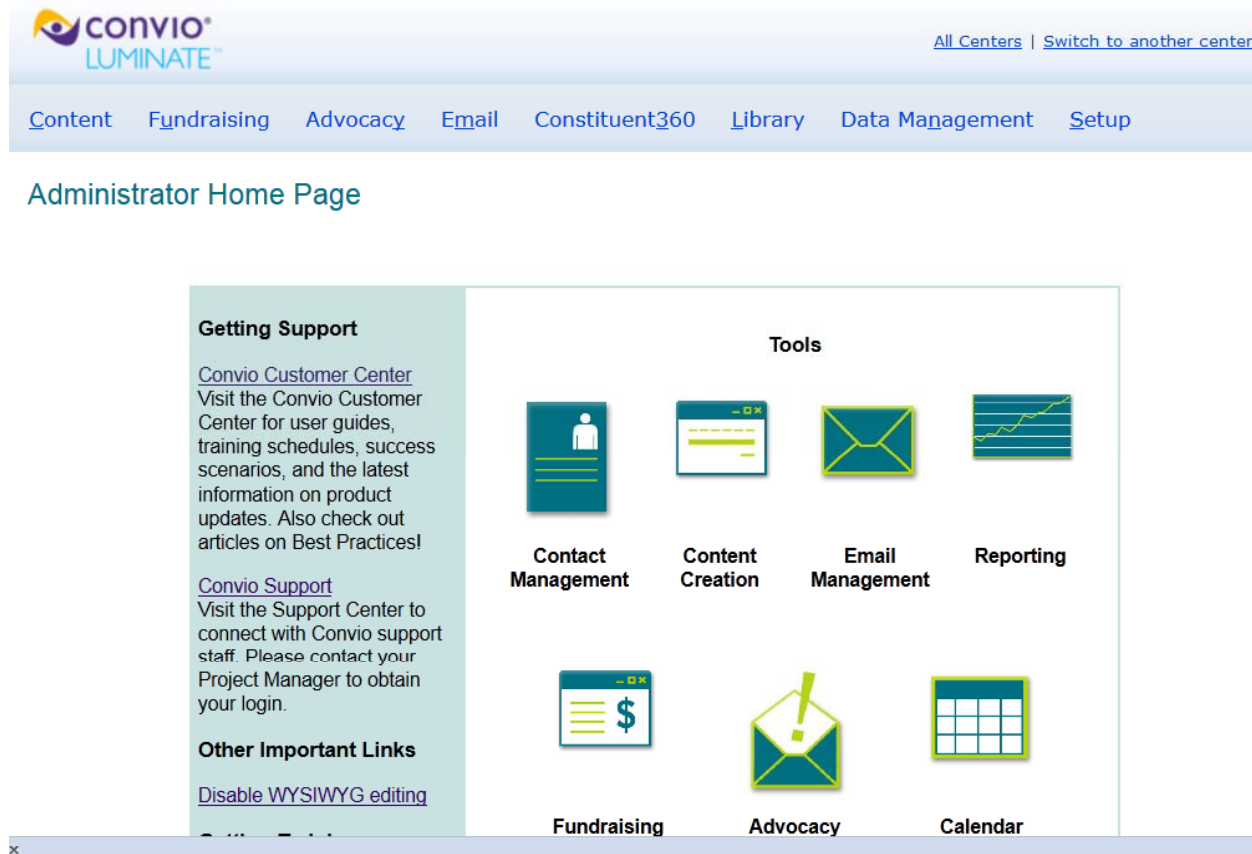
Cancel

 **AMERICAN
LUNG
ASSOCIATION.**
Fighting for Air

 **convio**[®]

Walkthrough

■ Login and walkthrough admin backend



The screenshot displays the Convio LUMINATE Administrator Home Page. At the top, the Convio LUMINATE logo is on the left, and links for "All Centers" and "Switch to another center" are on the right. Below this is a navigation bar with links: Content, Fundraising, Advocacy, Email, Constituent360, Library, Data Management, and Setup. The main heading is "Administrator Home Page". On the left, a "Getting Support" section includes links to the "Convio Customer Center" and "Convio Support", with brief descriptions of each. Below this is an "Other Important Links" section with a link to "Disable WYSIWYG editing". The right side features a "Tools" section with eight icons arranged in two rows. The first row contains icons for Contact Management (person), Content Creation (document), Email Management (envelope), and Reporting (line graph). The second row contains icons for Fundraising (dollar sign), Advocacy (megaphone), and Calendar (calendar grid). Each icon is labeled with its corresponding function.

Getting Support

[Convio Customer Center](#)
Visit the Convio Customer Center for user guides, training schedules, success scenarios, and the latest information on product updates. Also check out articles on Best Practices!

[Convio Support](#)
Visit the Support Center to connect with Convio support staff. Please contact your Project Manager to obtain your login.

Other Important Links

[Disable WYSIWYG editing](#)

Tools

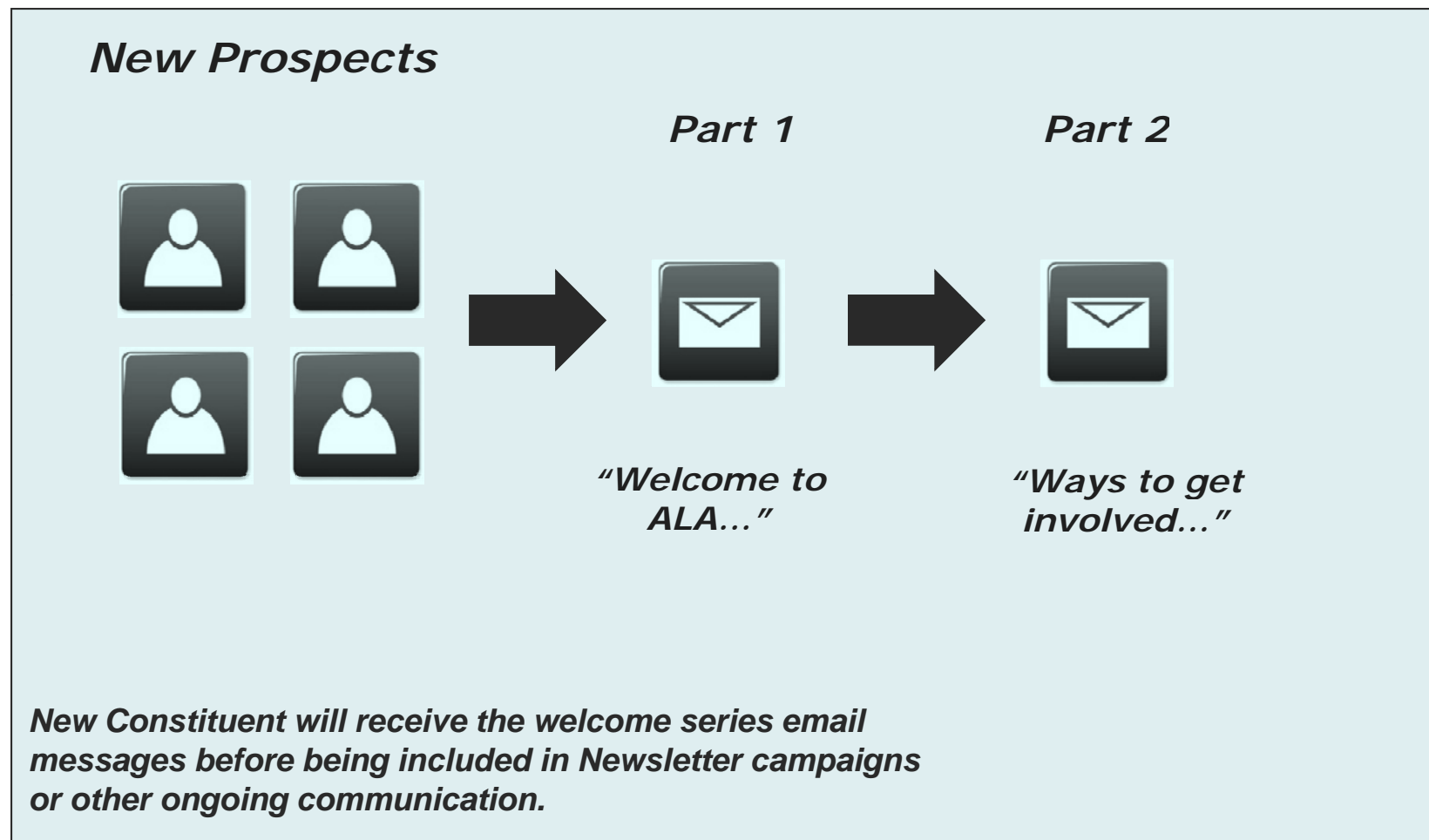
Contact Management Content Creation Email Management Reporting

Fundraising Advocacy Calendar

Today's Topics

- Q1-2012 Benchmarks
- HFB Tracking and reporting on results
- Introducing the Welcome Series
- Open Q&A

Welcome Series



Today's Topics

- Q1-2012 Benchmarks
- HFB Tracking and reporting on results
- Introducing the Welcome Series
- Open Q&A

Next Steps

- HFB campaigns should start to run
 - Coordinate with the Go! team if you would like help with the deliveries
 - If running your campaign on your own, please do let us know when you send kick off message
- Monthly Projects
- Next Webinar: **Welcome Series deep dive** - Wednesday, May 9 at 11am CT (12pm ET)
- Next up: Welcome Series

Q & A
