Why Blackbaud/Convio?

As you now know, we are moving online fundraising systems this year and are excited about the transition. We've partnered with Blackbaud Convio, an industry leader in online fundraising, to bring the best walker and donor experience possible. Wondering why we made the move? Aside from issues expressed from our users around overall functionality, donation processing and other frustrations, here are a few of the highlights – this list is not exclusive, but is designed to show how our new provider makes your work as a fundraiser more efficient and more fun!

Item/Process	Blackbaud Convio	Previous Vendor
Email bounceback notifications/failed email sending	Your contacts get an email message 'from you' with your name appearing in the sent line. Replies and returned mail are issued to the email address you register with.	Messages sent by 'superwalk@parkinson.ca' and failed message notifications sent from this address
Email message centre tracking	The email portion of your Participant Centre tracks all emails sent in a format that you are familiar with/that is similar to your personal email. It also tracks who has donated to you and if you have sent a thank you email to the donor.	Determining previously sent messages and thanked/unthanked donors is available, but cumbersome and often inaccurate.
Email message templates and groups	You can create your own message, or use the systems suggested templates, save messages for future use and alter text before it is sent. Previews allow you to clearly see your message content as it would display to a recipient and you can even change your email stationary. Within the system, you can create email groups to send separate mailings, follow ups, and thank you messages to friends, family, co-workers, etc. for example.	All of the features, except for choosing stationary and creating groups are available, however they have been said to be confusing and/or not functioning in practice.
Activity log/participant coaching prompts	In addition to better tracking in your message centre, the main page of your Participant Centre contains an activity log which tracks the history of your recent actions, so you know when you last sent emails, etc. The 'coaching' series informs you of all the steps you can use to enhance your fundraising, in a logical order after you register. Don't want to follow them? That's okay!	No log, or coaching
Email address book import	Importing from popular web based email clients (i.e. Gmail and Hotmail) is integrated as a streamlined process within the system. Detailed instructions exist for how to upload from other formats of email.	Importing contacts from popular web based email clients is challenging, and upload from computer based clients (i.e. Outlook) is confusing and often fails without explanation as to why

Custom URLs	In addition to a robust internal email system, and tools that make sending through your own email easier, you can customize your own url: /goto/jonspage for example, making it easy to tell someone verbally how to pledge you, among other applications.	The address of your personal page was long and irrelevant to your personal fundraising, making internal message systems or copy and paste the only functional way for someone to find you.
Team Functionality	Captains are able to easily customize their team page, which donors can view to get an introduction to the team. Further, they are able to add a team message (a motivator, an update, or event information, for example) which will be displayed on the team member's profiles when they login. Teams can set their own fundraising goals, independent of how much each member sets as their own goal – this important tool for Captains allows them to push their team to meet a fair goal. Progress toward this goal is clearly tracked on the team's fundraising page and progress reports for each team member are available to Team Captains. Team captains can also add co-captains who can help them to manage their team.	Team functionality is available, no team messaging, limited ability to customize team page and track member donations.
Personalized links in emails from system	Automatic emails generated by the system (i.e. registration confirmation, someone has joined your team, donation notifications, etc.) are personalized to your campaign – links to appropriate actions are included to help make the process easy for you. For example, you can choose to receive a notification when someone pledges you and the notification will include a link to send a thank you email.	Emails form the system are personal, but you must access the associated actions (i.e. send a thank you email) on your own.
Sponsor yourself during registration and badge features	Want to pledge yourself to show others your commitment to the cause? The process is easy, and a part of registration. Profile badges (including one for a 'self-pledge') exist to show others that you are an actively engaged fundraiser.	You must submit a donation outside of the registration to pledge yourself. No badges available.
Public and private personal profile pages	Want to keep your participation private? Just set your profile page to private, and you will not appear in search results meaning that the only way someone can find your fundraising page is if you send them the webpage link. This feature is particularly useful for families fundraising together with young children, but	All profile pages are public.

	is available for all to use.	
More intuitive website	We've redesigned our site to make the whole process easier – our new user friendly site is intuitive, making it easier to know where to go for both walkers and donors. This new site is also built with responsive design meaning that it is able to be viewed appropriately on any sized monitor, including mobile devices.	Old structure, less user friendly.
Add video to profile Add images to profile (resizing, etc.)	Choose whether to include a YouTube video (for example, a personal message to your supporters about why you participate in Parkinson SuperWalk) or a photo. Photos automatically resize to avoid frustrations in the upload process.	Photos only, occasional issues with resizing
Social login, and social media integration	If you choose, register via popular social media accounts to avoid entering additional details. Links are in place to help you connect your fundraising to your social media accounts (if you choose) to help promote your fundraising with minimal effort.	No Social Login