



Case Study

Catholic Family Center/

Catholic Family Center was founded in 1917 as an agency organized to assist immigrants, find employment for men released from prison, serve unmarried mothers and their infants, and provide material goods for the poor.

In 1988, the agency was merged with Catholic Youth Organization and the Genesee Valley Office of Social Ministry, forming the multi-faceted human service agency now known as CFC.

Today, as a regional agency of Catholic Charities, CFC still provides many of the original services it started in 1917, including family strengthening programs, refugee resettlement, emergency housing and shelters, aging and adult, adoption and foster care, substance abuse treatment, behavioral health services and advocacy. These new programs make CFC the largest comprehensive family service agency in Rochester serving more than 33,000 people each year.

To learn more about CFC, visit www.cfcrochester.org.

Catholic Family Center Retools and Revitalizes Online Presence/

As the largest comprehensive family service non-profit agency in the Greater Rochester, New York area, Catholic Family Center partners with people – especially the vulnerable and those facing poverty – to help them achieve their full human potential. A division of Catholic Charities of the Diocese of Rochester, CFC offers compassionate and comprehensive services to families and individuals in need across all stages of life.

In order to effectively carry out their mission of helping people achieve independence with dignity, Catholic Family Center engages their community through multiple channels.

The Problem/Background

CFC faced several challenges with managing and maintaining their online presence. Their website was becoming quickly outdated after almost seven years since the last website development process (outdated in functionality, outdated in security/compliance and outdated in design).

As the site became increasingly outdated, CFC expressed additional concerns about reliability and appropriate security. Since CFC utilized their online presence as a tool to partner with donors and solicit donations, concerns about online payment acceptance and regulatory compliance became more and more evident.

Margy Riemer, Director of Marketing and Communications at CFC, was concerned about their underperforming website's ability to appropriately engage with the Rochester community and donors. Leveraging various online mediums as a way of engaging the community, Margy partnered with Avoneu to ultimately provide an easier and more efficient way for CFC to connect with the community online.



The Solution

Avoneu's focus on community engagement, reliability and security and painless updates proved to be the perfect fit for CFC.

- **Focus on community and donor experience.** CFC now leverages sophisticated engagement tools to bolster their advocacy efforts. With event management, volunteer tools, and press release posting, CFC has never been more connected with their community.
- **Powerful and secure.** Avoneu now provides CFC with enterprise security standards, enterprise-grade firewall, and an average uptime of 99.9% with two distributed data centers. With Avoneu's bank grade security, CFC is able to boast a significantly more secure online presence, which permits substantially more secure donations.
- **Fundraising and marketing optimization.** CFC now uses Avoneu's state of the art fundraising optimization tools to promote their cause, collect donations, and attract new donors. Since launching with Avoneu, CFC saw increased donation volume and increased donation conversions.



The transition to Avoneu proved to be seamless and effortless.

“Avoneu took us through a very thorough process of identifying our needs regarding a successful website that would be the marketing and fundraising tool we need. They then developed proposed structure, design and content gathering processes; they worked closely with us through every step of the process from initial planning to successful launch.”

— Margy Riemer

NOVEMBER NATIONAL ADOPTION MONTH



help us celebrate the month

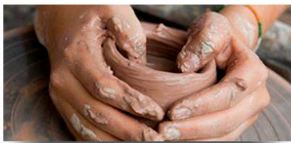
[LEARN MORE »](#)

WHAT'S NEW



ROC THE DAY

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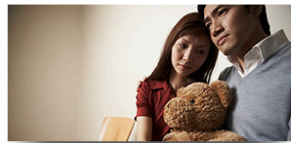
EMPTY BOWLS

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NYS GIVES KINSHIP GRANT

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NEW COUNSELING SERVICES

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WHAT'S TRENDING



September 24, 2013

Foodlink Resources

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August 19, 2013

26th Annual Gaffney Memorial Golf Tournament



August 10, 2013

Join Empty Bowls Rochester on October 16

OUR MISSION

Catholic Family Center partners with people – especially the vulnerable and those facing poverty – to help them achieve their full human potential. A division of Catholic Charities of the Diocese of Rochester, CFC offers a variety of services and programs to help people in need.

Margy identified two of the most significant improvements that resulted from CFC's work with Avoneu:

1. “Catholic Family Center now has a vastly improved website thanks to the hard work and collaboration with Avoneu . The new site provides a very positive visitor and donor experience. It is easy to navigate, visually compelling and responsive to the needs of our programs and services.
2. We now have a plan in place to keep the site fresh and up-to-date, with a schedule disseminated to Agency directors for thorough review of their site content twice each year. They also have instructions on how to get updates made as needed in an effective and efficient way.”

Overall, the transition to Avoneu was well received by internal and external audiences. CFC's partnership with Avoneu has provided a new platform for conveying their mission and interacting with their community. Together they're providing whole solutions to the whole community.

Get started on the new path to engaging your community.

Let's talk.

 800-357-3750

 hello@avoneu.com



The Easier & Smarter Way to Engage Your Community