



CUSTOMER STORY: THE SALVATION ARMY SOUTHERN TERRITORY

How The Salvation Army Southern Territory Grew 139% After Leaving Blackbaud

When The Salvation Army Southern Territory realized Blackbaud wasn't working for them anymore, they knew it was time to have a tough conversation around switching fundraising software.

The conversation highlighted many necessary elements to modernize the organization, like crisp design and improved checkout processes. However, what really stuck was the need to attract younger supporters like Millennials and Gen Z—who number in the hundreds of millions.

“The average age of our donors is 72. Every year, that age keeps growing. We’re not adding young donors to bring our average down. And there’s a limit to how old that donor can get. That was one of the biggest alarm bells that went off and told us we really needed to change.”



Piper Lejeune

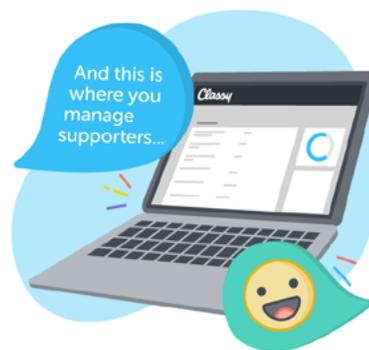
Director of Digital Strategy and Engagement for The Salvation Army Southern Territory

Changing your fundraising software is a massive process, both technically and culturally. However, Piper knew that the switch would work because it aligned with the Southern Territory’s three major areas of focus. Classy would:

1. Simplify things
2. Enable their organization to remain data-focused
3. Empower the organization to build for the donor first

Piper still needed to drive this home to the rest of the staff and get everyone on the same page. So, she hit the road:

“I went around and met with colleagues in my territory face to face, shook hands, pulled up browsers, and let people experience Classy hands-on. I helped them understand why Classy was better, but then I let them come to their own conclusions about how to use it best.”



This has helped roll Classy out smoothly, but it’s also helped Piper show internal staff that the way they were doing business previously wasn’t optimized for efficiency. To further illustrate the point, the Southern Territory built their first Classy campaign as a proof of concept.

This would help familiarize the staff more, but it also opened the doors for a top-to-bottom creative refresh of the Southern Territory’s aesthetic. Ultimately, the tough conversations that started everything came full circle when the campaign reached its end date.

Beyond just the fundraising statistics though, there was proof of concept through one of their supporters. Back in November 2011, this supporter gave a gift to the Southern

Look at the difference the right fundraising software made for the Southern Territory:

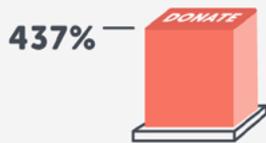
Surpassed their fundraising goal by **75 percent**



139 percent year-over-year growth from Blackbaud to Classy



437 percent increase in donation page conversion rate



Territory. It was the first and last time he donated, until recently.

Over the course of five years, the Southern Territory sent him 58 pieces of direct mail to no avail. Then, on October 7, 2017, he gave a \$50 gift.

What changed? This was the first day Piper emailed the newly designed Classy campaign page to their supporters. It was fresh and new, and not a piece of direct mail.

“To me, that’s a huge win. That’s a person we had been speaking to, but weren’t being effective with. It’s small scale, but it’s powerful proof that our supporters were hungry for this change.”

These stellar results are only the beginning for the Southern Territory. Piper is excited

to dig into the entire scope of what Classy offers and shine the spotlight on her team’s creativity as they keep moving forward.

“Part of working with a newer, more nimble company is that it affects us, and that’s what we want. Classy’s innovation will force ours. It becomes a very symbiotic relationship between us and Classy, and that’s where the real gold happens.”



CUSTOMER STORY: THE SALVATION ARMY WESTERN TERRITORY

How The Salvation Army Western Territory Increased Conversion Rates, Total Gifts, and Average Gift Size

Upon assessing their online fundraising software provider at the time, The Salvation Army Western Territory wanted to take a more flexible approach to online fundraising to stay ahead of the rapidly changing digital fundraising world.

It made the decision to replace their existing platform with Classy a relatively simple and apparent choice. For example, the key elements they want to deliver to their supporters is a streamlined user experience for donating, fundraising for the organization, and registering for events.

“Classy was exactly what we were looking for in helping us build innovative donor experiences for the future.”



Brenda Jones

Director of Digital Strategy with The Salvation Army Western Territory

Because they were switching their processes to Classy, which is a big change to make, the Western Territory designed a pilot training program for their divisions. They started small and implemented Classy in four out of 10 divisions.

After internal staff got hands-on experience with Classy, the Western Territory built their first-ever Classy campaign for Giving Tuesday. When Giving Tuesday was over, the Western Territory kept their campaign page up and running, but “flipped” the design aesthetic to a year-end giving campaign that used the same URL.

In a few simple moves, they were able to extend the life of one campaign from the end of November through the end of their fundraising year. They saved crucial time and resources during the busiest giving season of the year.



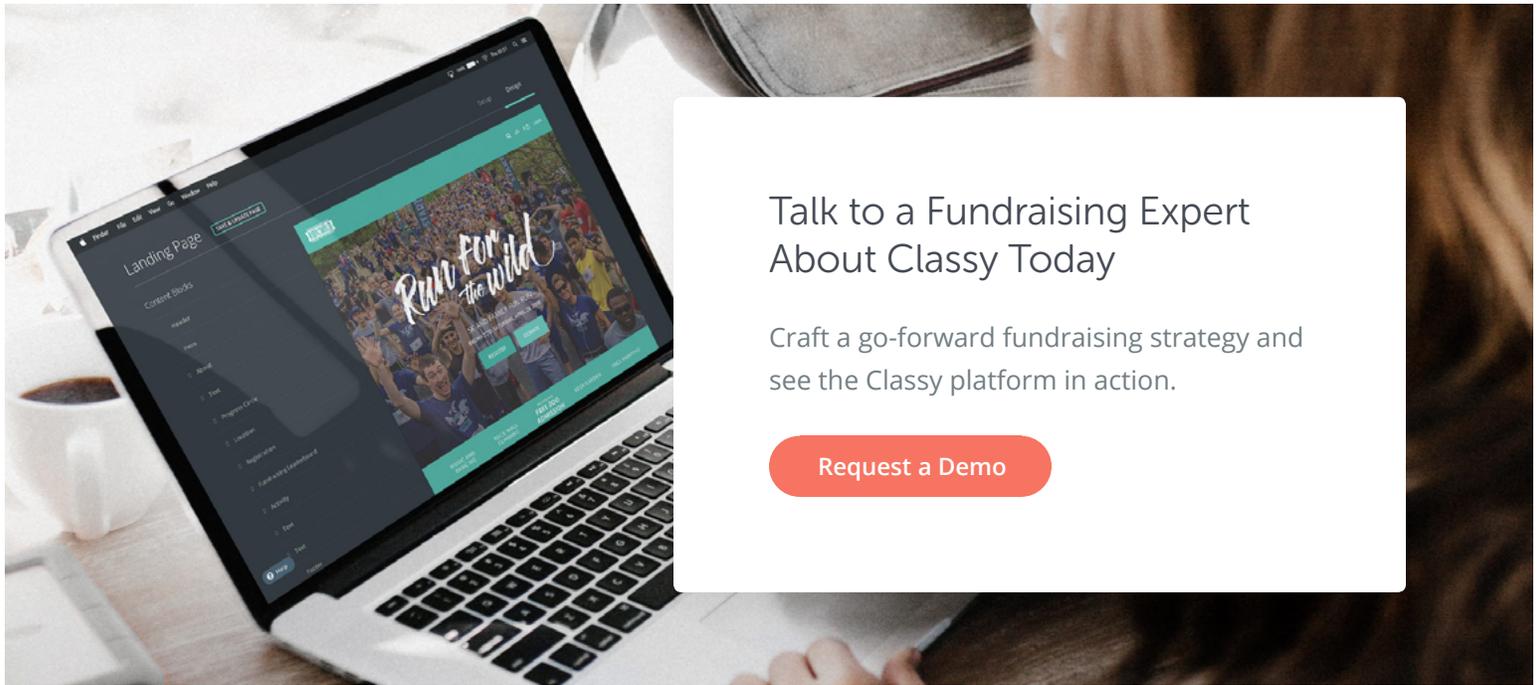
For their Giving Tuesday effort, the Western Territory built a crowdfunding campaign, and when they morphed the campaign into a year-end effort they changed it to a simple donation form.

When all was said and done, they had exceeded their dual-campaign fundraising goal by 40 percent.

On average, we see most organizations that fundraise with Classy land in the 25 to 30 percent conversion rate range. The Western Territory saw supporters convert on their checkout pages at 43 percent for Giving Tuesday and 27 percent for year-end as a direct result of the fresh user experience they offered through Classy.

The Western Territory tells us that traditionally, they call October to December their “fundraising season,” and after that their efforts fall off considerably. But now that they have an agile and nimble fundraising platform, and given the success of their first-time Classy campaign, they’re looking beyond a three-month horizon.

They’ll work to implement year-round fundraising efforts, like a DIY peer-to-peer campaign which will allow supporters to provide a lasting impact year-round. We know what they can do with only three months on Classy; imagine what the Western Territory will do with 12. We’re excited to see what comes next.



Talk to a Fundraising Expert About Classy Today

Craft a go-forward fundraising strategy and see the Classy platform in action.

[Request a Demo](#)