



Donating Made Easy: Why The Salvation Army Made the Switch

THEIR CHALLENGE

OUTDATED SUPPORTER EXPERIENCE

The Salvation Army came to Classy needing an updated online giving system. Their supporters were beginning to be confused by the outdated user experience of their current platform, and their staff was embarrassed to share the campaign pages. After comparing Classy to other technologies they used in the past, they found dozens of features that they preferred on Classy, including Classy's more modern and dynamic giving pages.

“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.”

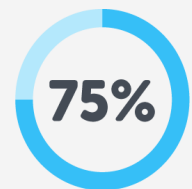


Piper Lejeune

Director of Digital Strategy and Engagement
The Salvation Army Southern Territory

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

