

SUCCESS STORY: THE SALVATION ARMY USA

# How The Salvation Army Increased Mobile Donation Revenue by 246% With Digital Wallets



**THE CHALLENGE:**

Offering a more efficient mobile checkout experience to support mobile giving

**THE RESULT:**

**246% YoY GROWTH**

in total mobile donation revenue in 2020

**RAISED \$9.7M MORE**

in YoY total mobile donation revenue compared to 2019

The Salvation Army USA has been using Classy for all of its chapters since 2018 to enhance their donor experience and streamline their fundraising efforts. To reach more supporters and boost their mobile donation revenue, the National Headquarters team introduced digital wallets in the fall of 2020.

As a result, the organization saw a 246% year-over-year increase in total mobile donation revenue that year. They raised \$6.3 million more between October and December 2020 than during the same period in 2019, and saw a 3% increase in their global donation completion rate from calendar year 2019 to 2020.

Their team also utilizes Classy's comprehensive roll-up report feature to help streamline their reporting process for all local units, as well as a customized program designation feature on their donation form to more easily allocate funding to the appropriate locations.

*“Using digital wallets on our Classy donation page allows us to meet our donors in a space that they feel comfortable. It has really made their experience better.”*

**Andrew Dobney**

*Director of Digital Strategy, The Salvation Army*