



## 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.”*



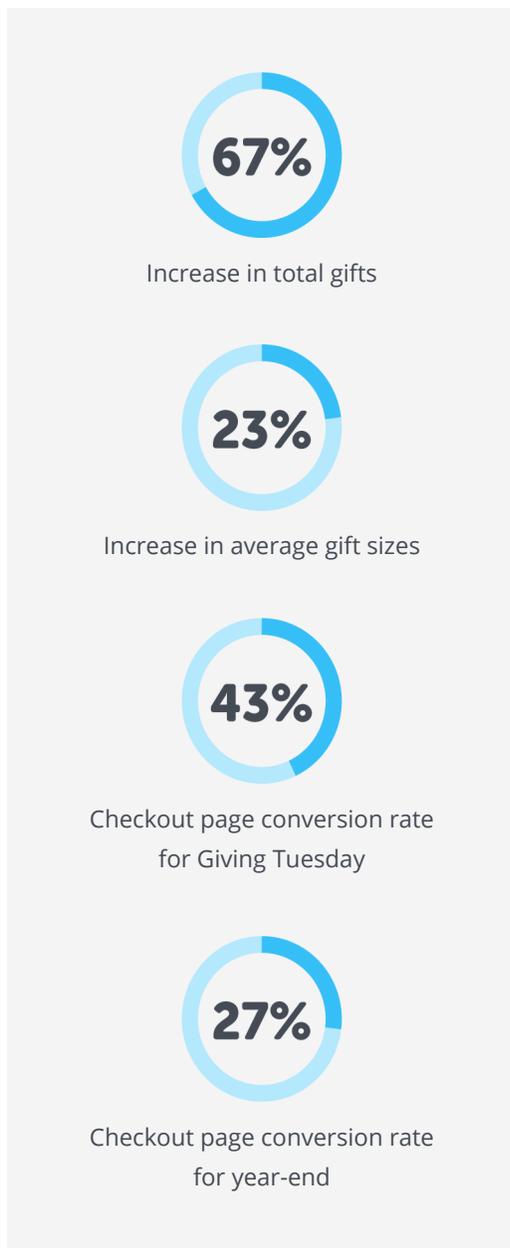
**Brenda Jones**

*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.

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**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.**

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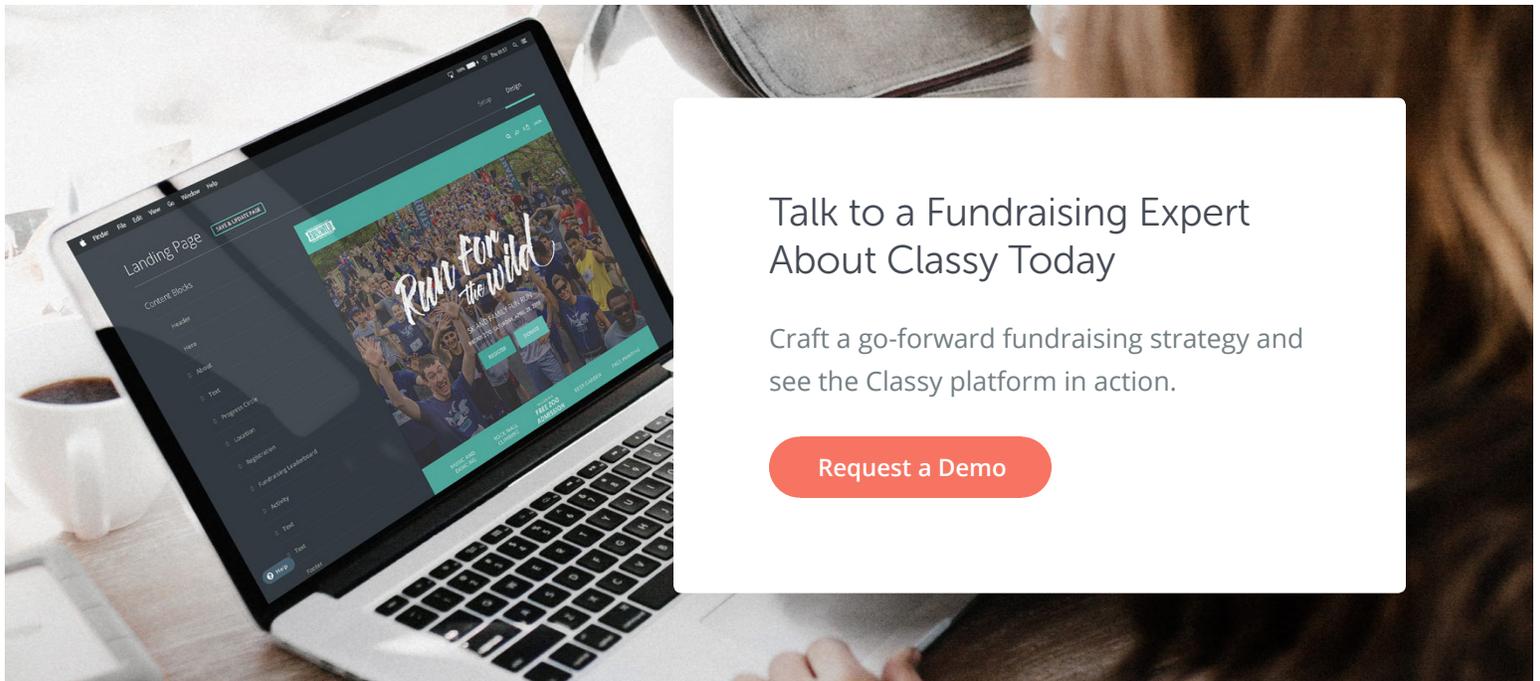
*Did you know that one reason The Salvation Army Western Territory saw major growth was due to Classy's partnership with Amazon Web Services?*



The Classy Fundraising Suite is backed by Amazon Web Services Auto Scaling, which automatically adjusts capacity to maintain steady, predictable performance at the lowest cost. That means that no matter how many donors The Salvation Army Southern Territory brings to their campaigns, or how high the conversion rates climb, Classy will remain reliable and scale alongside them.

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](#)