



## 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.

*Did you know that one reason The Salvation Army Southern 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.

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

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

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**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.**

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

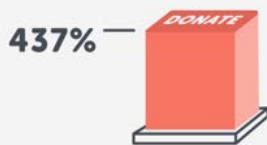
Surpassed their fundraising goal by **75 percent**



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



**437 percent** increase in donation page conversion rate



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.

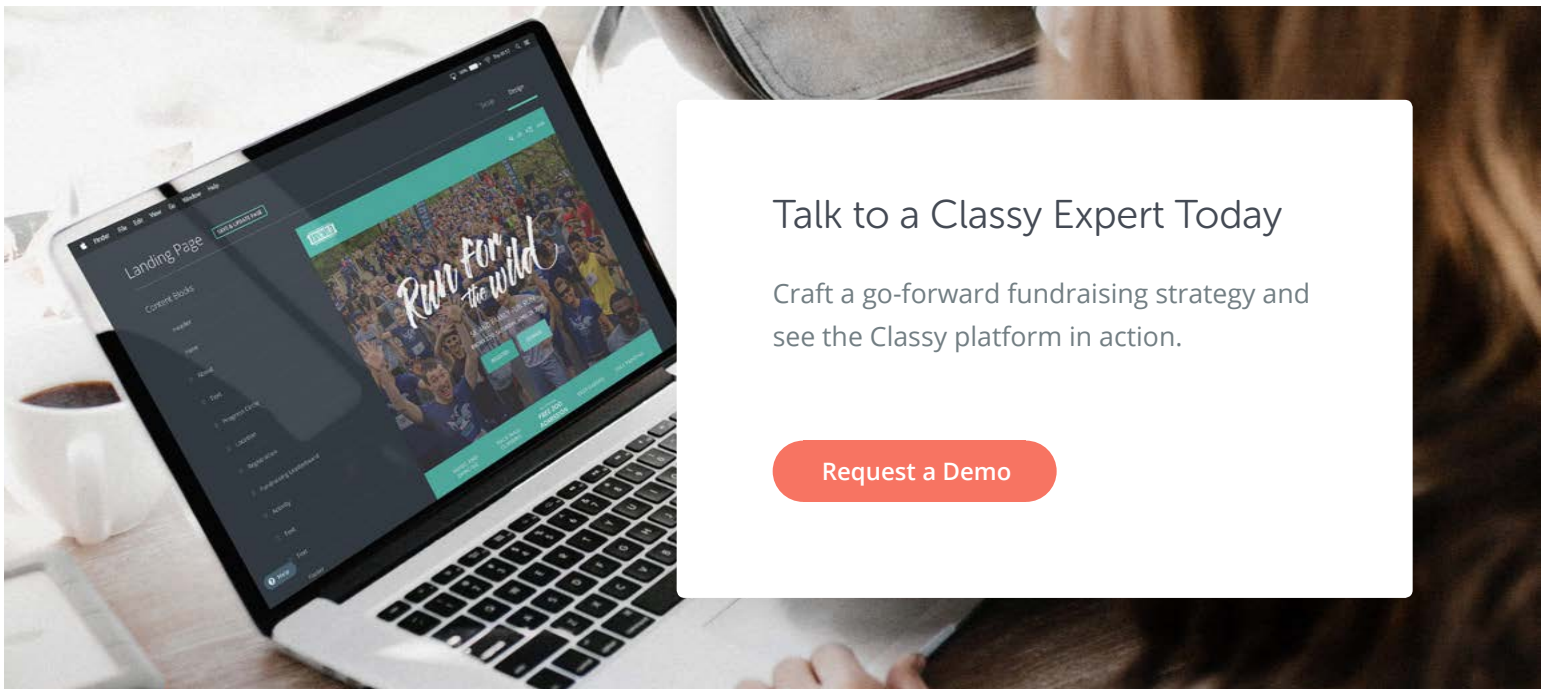
“To me, that’s a huge win. That’s a person we had been speaking to, but weren’t being effective with. It’s small scale, but it’s powerful proof that our supporters were hungry for this change.”

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.

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**“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.”**

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## Talk to a Classy Expert Today

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