

How The Salvation Army UK converts 49% of donors



The challenge

Grow engagement to increase online donation revenue

The Salvation Army UK relies on the generosity of donors to fund round-the-clock services for people in need. To power more transformation in its local communities, it was essential for The Salvation Army UK to find a better way for supporters to donate through its website.

The Salvation Army UK needed a solution that could:

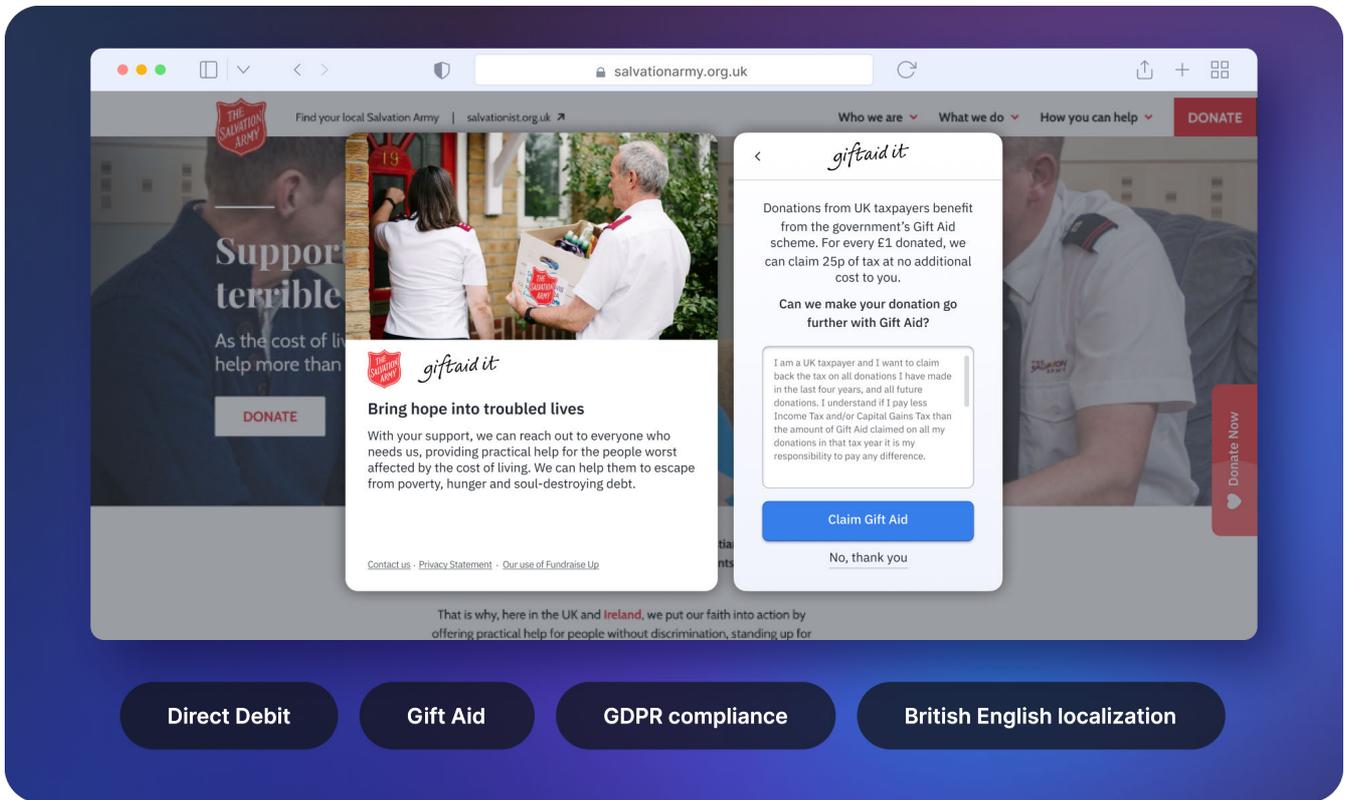
- Lift conversion beyond the industry standard
- Seamlessly integrate Gift Aid to increase donation value
- Make it easy to create and launch new campaigns quickly
- Surface key fundraising insights for making data-driven decisions

The solution

A platform and a partner to help optimise the giving experience

The Salvation Army UK selected Fundraise Up for its promise to double conversion using a personalised giving experience that pairs ease of use with important features like modern payment methods, Gift Aid, and UK-specific compliances.

The team also appreciated Fundraise Up's high-touch service during the selection and onboarding process. It made switching platforms easy and has positioned Fundraise Up as a partner in helping The Salvation Army UK achieve incredible results.



The result

Personalisation that drives greater giving and deeper impact

70%

of gifts made using personalised ask amounts

74%

of donors claiming Gift Aid

49%

donor conversion rate



Fundraise Up really benefits our mission because we can raise more money and that enables us to do more projects in the UK.



Emily Casson

Digital Marketing and Fundraising Manager at The Salvation Army UK



Scan the code to learn how to optimise your donation experience for greater giving

fundraiseup.com