

Caritas Australia

Caritas Australia maximises fundraising and donor engagement using Experian's data validation solutions



Caritas Australia is the international aid and development organisation of the Catholic Church in Australia. With over 50 local partners across 18 countries, the organisation works closely with local communities in Australia and overseas to provide support to those most vulnerable and tackle the root causes of poverty and social injustice.

Situation

In 2018, Caritas Australia experienced data quality issues which affected their ability to communicate with donors and resulted in higher costs for their fundraising campaigns. With 370,000 records in their CRM system, the Fundraising team recognised that donor contact data needed to be cleaned and tools put in place to capture accurate data across their donor touchpoints moving forward. Caritas Australia reached out to Experian to discuss their challenges and invested in the solutions needed to future-proof their data management strategy.

Challenge

When the COVID-19 pandemic began, Caritas Australia needed to transform their approach to donor engagement and fundraising. Many of the traditional community donation channels were suddenly closed due to stay-at-home requirements, making contact data and their website more important than ever.

With valid and complete contact data for donors to hand, the Fundraising team were well prepared to make the pivotal shift and focus on direct marketing. This activity included shipping postal donation packs as well as digital tactics such as email and SMS campaigns.

Solution

Since 2018, Caritas Australia has used Experian's real-time data validation solutions for addresses, email addresses and phone numbers within their Salesforce CRM and website.

It was important to have comprehensive data quality checks in place across the various platforms where contact data is captured. This included the Salesforce CRM, marketing preference centre and donation website.

"Accurate contact data is essential for our community fundraising efforts. Fixing data is a never-ending task but Experian had the solutions to do this for us, validating the data we already had in the system and making sure that all new data is also validated. By doing that it allows us to save time and money."

- Viviane Piccinini, Direct Marketing Fundraising Manager at Caritas Australia



Salesforce CRM:

Many supporters prefer to contact Caritas Australia and donate over the phone. By integrating Experian's certified data validation app for Salesforce Sales Cloud, addresses, email addresses and phone numbers for donors are validated in real-time when employees enter data into the CRM. Existing address records are also regularly cleansed and corrected. This ensures that only accurate and usable donor information enters and remains within the database.



Marketing preference centre:

As part of email campaigns, Caritas Australia enable donors to update their contact details in the marketing preference centre, which is linked to Salesforce. Experian's data validation solutions were recently integrated into the preference centre form so contact details are seamlessly validated before being submitted to the CRM system.



Website:

With around 50% of donations via Caritas Australia's website, it is a key income channel and an important link with supporters. Experian's data validation solutions are integrated into the donation forms on the website. The validation technology makes it quicker for donors to enter their contact details and ensures the information collected is error-free.

Results

Caritas Australia has:

- Increased donor retention rates and overall active donors in the database by 5%
- Increased supporters' appeals response rate by 6%, due to the increase in active, contactable donors in their database
- Delivered more effective direct marketing campaigns, resulting in a 76% increase in donations from their direct marketing appeals alone
- Streamlined the user experience on donation forms on their website, which increased overall donations by over 30%.

"Donations from direct marketing appeals alone have increased by

76%

"By partnering with Experian, we have seen tangible results in our fundraising campaigns. Putting the right data quality tools in place early on and their on-going support has helped us to be resilient and continue to deliver invaluable services during this period of uncertainty."

- Viviane Piccinini, Direct Marketing Fundraising Manager

What's next?

Caritas Australia is continuing to evolve its donor fundraising strategy, keeping donor data at the heart of everything they do. The fundraising team will work closely with Experian on future data initiatives that will enable greater insight into its donor base.