

# Salvation Army Switzerland: Fundraising with perspective – thanks to QlikView

“With QlikView we have a consolidated view of our data and can control fundraising more efficiently.”

– Holger Steffe, *Head of Fundraising a.i., Salvation Army foundation, Switzerland*



Holger Steffe, *The Salvation Army,*

## The client

The Salvation Army Switzerland, as a church and social non-profit organisation, has set itself the goal of preaching the gospel of Jesus Christ and alleviating human need. In Switzerland, the free church has been active since 1882. In the meantime, the Salvation Army has become widely represented in German and western Switzerland, with 36 social institutions and 56 parishes, and is one of the ten largest donor organisations in Switzerland.

## Starting situation

The non-profit organisation had set itself the goal in the field of fundraising to professionalise the handling of data on donors and fundraisers. “Until now, the generation and processing of key figures has been inconsistent and takes place at various locations via a database and various Excel solutions,” explains Holger Steffe, Head of Fundraising a.i., Salvation Army Foundation, Switzerland. “Instead, we wanted to create a place where all key figures are stored and can be retrieved easily by the area managers.”

## Solution

To find the right BI solution, the Salvation Army first defined a list of conditions. These included, among other things, the connectivity of any desired data source and the availability of graphical elements for data visualisation. In addition, the non-profit organisation placed value on a dedicated authorisation concept in order to precisely control who has access to what data. “A very important factor was the opportunity to comment on figures,” adds Steffe.

In the end, three solutions made it to the shortlist. Informatec made the best impression with their QlikView solution. The Basel-based IT service provider specialises in business intelligence solutions. As a Qlik Elite Solution Provider, Informatec realises projects based on QlikView and Qlik Sense. They particularly focus on sophisticated small and medium-sized enterprises as well as major clients.

After six months, the fundraising application could be used productively.

The trueChart add-on allows the desired commenting on fundraising actions. The QlikView extension meaningfully represents all relevant business transactions in dynamic structures according to the International Business Communication Standards (IBCS). Analyses can be easily linked and centrally controllable annotations inserted, which in turn can be linked with all application components at will.

## Solution overview

**Customer:** Salvation Army Foundation, Switzerland

**Sector:** Non-profit

**Departments:** Fundraising, Second-Hand-Shop brocki.ch

**Region:** Bern, Switzerland

**Challenges:** Implementation of a business intelligence solution for the generation and supply of key figures

**Solution:** Introduction of QlikView; Providing an application for fundraising; Introduction of the trueChart add-on

### Advantages:

- “Single source of truth”
- Improved data quality and structure in the source systems
- Reduction of the time required for data processing
- Higher information transparency
- Evaluation of the key figures via comments

**Data sources:** SQL-based database, Excel, Facebook, Google Analytics, MailChimp, RaiseNow

**Qlik partner:** Informatec Ltd.liab.Co.



## Time to value

# 6 months

for system integration, application development and deployment of a first productive application

## Return on investment

Evaluations in a few seconds, instead of in an hour

Steffe is very satisfied with the support for data modelling and the application development by Informatel: “Both the technical know-how and the understanding of us as a fundraiser are enormously important to us. Once or twice a month, we have discussions ‘live’ or via remote sessions.”

### Application areas and uses

Around 40 members of the fundraising department use QlikView, as do brocki.ch, the second-hand shops belonging to the Salvation Army.

The fundraising app analyses data on over one hundred thousand donors as well as about 15 actions every year. This includes master data such as the address as well as information concerning who was contacted and how – for example by means of a donation appeal by letter or magazine. How did each action perform? How many new donors did we capture? How many donors did we re-capture? These are typical questions for which the Salvation Army can now find answers.

All relevant revenue figures, a balanced scorecard and all direct marketing campaigns are shown. Among other things, the application provides an overview of donor response.

A seasonal curve shows whether revenue targets have been met.

In addition, the QlikView-based reporting of now active in approximately 20 Salvation Army second-hand shops (brocki.ch) throughout Switzerland.

By using QlikView, the Salvation Army

benefits from significantly lower effort for data processing: “We used to take an hour every month for some evaluations, but now it just takes a few seconds,” explains Steffe. The availability of a consistent database (single source of truth) has also increased data transparency and quality. “I find it very helpful to comment on key figures via trueChart,” adds Steffe. “It preserves knowledge beyond mere numbers that we can access at any time and that enables us to further improve our actions and processes.”

### The future

The Salvation Army essentially communicates with their donors by letter – owing to the fact that donors are on average upwards of 60 years old. At the same time, by means of various activities the non-profit organisation is positioning itself in the younger age segments. “We are increasingly using social media channels, for example Facebook,” reports Steffe. “Of course, valuable data also accumulates here, which we want to evaluate using QlikView. We are currently developing a corresponding application for this purpose. We have already implemented the connection to Facebook, Google Analytics and an online payment tool.”



“Employees can focus on working with key metrics by using QlikView and do not have to spend their time generating those numbers.”

– Holger Steffe, *Head of Fundraising a.i., Salvation Army foundation, Switzerland*