



Empowering **Caritas Australia** with donor management, community fundraising, and real-time diocese engagement via **Salesforce**

Caritas Australia is a Catholic international aid agency supporting over 1.5 million people across 36 countries. It focuses on poverty, education, health, and social justice, with outreach through dioceses, schools, and parishes nationwide.

Key Objectives:

- Manage donors, programs, and partnerships in one unified Salesforce platform
- Digitize engagement with diocesan directors and community volunteers
- Track and boost fundraising efforts through schools and parishes
- Enable ordering and distribution of campaign materials
- Create automated donor journeys to grow recurring donations
- Integrate third-party tools for payments, communication, and data validation



Solutions Highlights:

- Implemented Salesforce NPSP for centralized donor and program management
- Developed Diocese Directors Portal for community engagement and fundraising tracking
- Launched Partner & Program Management module to oversee global initiatives
- Built automated donor journeys in Marketing Cloud to convert one-time donors
- Enabled real-time telemarketing sync via Marketing Cloud and Mulesoft
- Integrated Global Gifts eCommerce platform with Salesforce

Value Delivered:

- Increased recurring donations by **45%** through automated donor journey campaigns
- Enabled over **200+** diocese representatives and volunteers to self-serve via portal
- Reduced donor data inaccuracies and manual updates by **60%**
- Cut fundraising material request turnaround time by **50%**
- Unified eCommerce and community fundraising under one CRM with real-time performance dashboards



LET'S CONNECT

To Build Your Smarter and Scalable Solutions!

200+

Salesforce
Certifications

5000+

Trail Head
Badges

200+

Super Badges

150+

Experts

20+

Years of Industrial
Expertise

400+

Projects
Delivered



Sateesh@CloudChillies.com



Tel : +61-2-8015-5723



www.CloudChillies.com

