

St Kilda Gatehouse

provides spaces of belonging and safety for women involved in street-based sex work in St Kilda, and for young women and girls affected by sexual exploitation.

Project length 8 weeks

Completion date May 2022

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Consolidating our systems will help us grow and, if and when, we go down the track of accreditation, we will already have a more robust system in place. It was also great having a team that understands the NFP space and the challenges we face.

Stacey Aslangul

CEO

St Kilda Gatehouse



Kirsten Finger

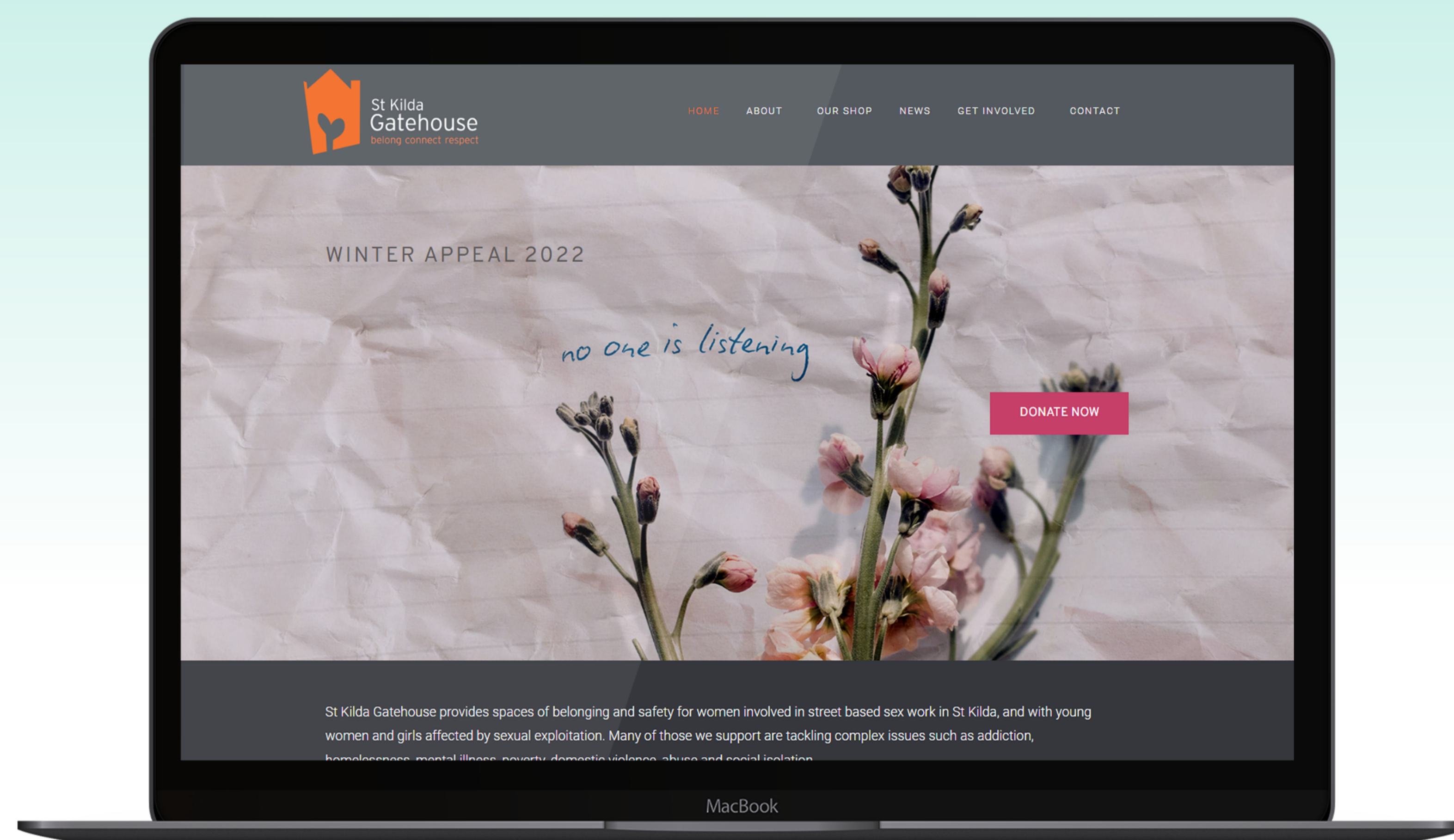
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Trail**



Challenge

Like many small nonprofits, St Kilda Gatehouse did not have in-house IT expertise. They were struggling with inefficient manual processes and spread sheets, siloed data, the inability to segment supporters and a donation form that was not mobile optimised.

Solution

Raisely was integrated via Zapier to ensure that all current and future donations made online flow directly into Salesforce. Screen flows support users to receipt and thank people who make donations by EFT, cash or cheque.

Forms embedded in the website ensure that visitors are prompted about newsletter opt-in and subsequently tracked through Salesforce to Mailchimp.

Phone number formatting using triggers allows for consistency and future integration with SMS or soft phone.

Benefits

Single source of truth

Allows the team to consolidate their work and data in the one place, increasing collaboration and providing greater insights and visibility of their supporters.

A self-serve portal for volunteers

Volunteers can see upcoming shifts, book themselves in, cancel shifts and see a summary of their hours in a personal site. There is a guided process to follow for volunteer applications and inductions.

Beautiful fundraising

St Kilda Gatehouse can accept donations of money online, on simple, mobile-optimised forms. Donors are thanked and receipted immediately. Levels group donors based on their giving history so the team can segment their communications accordingly.