

Case Study 1: Prison Fellowship

With a network of several hundred volunteers spanning various regions, Prison Fellowship Australia provides both practical and Christian faith-based support (chaplaincy) to inmates.

The Challenge

When a CRM may seem 'cheap'. Does it deliver a responsive solution that your team can use and manage, and grow with the organisation?

Assessed multiple solutions, including Raiser's Edge, Keela, ThankQ and others:

- Desired to increase engagement from supporters, volunteers, and donors while improving productivity within their organisation.
- Difficulties with data and manual processes
- Had a CRM - Salesforce NSP
- Workflows to automate tasks required developers
- The website was also lacking in audience persona, navigation, and donor journey.
- Wanted to measure the impact of their work



"Salesforce (NSP) is free like a puppy is free. Eventually it needs food, vaccinations, training and vet bills. As they grow, bills go up.

It felt like an ill-fitting jumper, not built for the purpose of capturing data across our type of organisation which deals with volunteers, donations, bequests and needs meaningful automations that can be created with ease.

Instead, what we found was each change would cost \$10k and need coders. Instead of servicing the organisation, we felt we were fighting it. We were still capturing data in many layers of spreadsheets; data was not available at individual level only at the state level."

Nathan Flannery - National Fundraising Manager

Our Approach

Workshop processes, personas and segmentation then plan the implementation of Virtuous CRM.



The Solution

- Deployment of Virtuous CRM: streamline donor management, fundraising efforts, and volunteer engagement.
- Donor Fundraising: Leveraging Virtuous CRM alongside Raise Donors to identify, nurture, and engage donors and increase donation conversion rates.
- Volunteer Management: Utilising the Virtuous Volunteer module for volunteer management, ensuring efficient coordination and communication with volunteers to support organisational activities.
- Integration with Xero via Zapier: Integrating accounting software to automate financial processes and ensure seamless data flow between systems.
- Integrate website with Virtuous: Capture data and workflows for automation.

The Result

A solution that has brought greater clarity to data, brought teams together, and created efficiencies and tools that can be managed by their team.

“Virtuous seemed like it could be expensive, but when we compared all changes requiring developers/experts it was very affordable. The CRM is now serving us and reminding us of tasks and things that need to be done such as thanking people. We can build meaningful automations that allow us to be more efficient with our resources.”

Nathan Flannery - National Fundraising Manager

About us

Heartburst is an award-winning Australian digital agency dedicated to not-for-profit and purpose-driven organisations.

You'll find us helping NFPs advance their cause with unique brands, clever strategy, beautiful websites, responsive CRMs, and fine-tuned online campaigns. We partner with our clients in the pursuit of their 'heartburst'. Heartburst is a full-service agency providing digital strategy, branding, UX design, visual design, web development, digital marketing, donor journeys, service plans, CRM (discovery, selection, implementation, and integration), and hosting.

Heartburst is part of the Day3 group, with offices located in Blackburn North, 20 minutes from the Melbourne CBD.

We work with amazing organisations



Award winning websites and tailored CRMs for nonprofits



Capabilities



Digital strategy

Understand your digital landscape with our discovery workshops and strategic consulting.

Our team can assist in casting vision towards the goals you have for your digital endeavours. We'll work with you to define tactics and measures to help you achieve these goals.



Design and UX

We're specialists in creating beautiful website designs, aware of current trends while showcasing the unique personality of your organisation.

We base our work on your brand guidelines, ensuring an easy user experience.



Websites

Our in-house developers specialise in both front-end and back-end development, solution architecture, security, and cloud infrastructure.

We follow best practice guidelines for mobile-optimised websites, and can meet accessibility standards as required.



Support + hosting

We empower our clients to easily manage their website, while offering support where needed.

Our ongoing service plans allow us to partner with you as your needs ebb and flow throughout the year.



CRM Consulting

We provide expertise in helping with identifying key requirements and selection of a CRM suitable to your organisation needs. We take an agnostic approach to the technology by focussing on your organisational processes and primary benefits that a CRM would solve.



CRM Implementation & integration

We back up our consulting with implementation and integration between business systems. Our experience with multiple CRM platforms mean you can trust us to be your partner for success and ongoing support.