Case Study | MS Queensland

The Multiple Sclerosis Society of Queensland is one of Queensland’s most progressive charities, running some of Brisbane’s top fundraising events like the Brissie to the Bay bike ride, which raised over $1,350,000 in 2014.

Their scope of activities, including multiple events, art unions, sponsorship and membership programs, regular giving, online donations and much more meant that MS Queensland had a very complex network of systems they needed to juggle and manage.

**MS Queensland knew that their fundraising infrastructure was less than ideal.**

As a result, in 2013 MS Queensland were running more than a dozen different websites, multiple databases and payment platforms, a complex network of processes to try to keep systems synchronised and a lot of manual processing - even for transactions that were received on their website.

While it worked, it was hardly efficient. A lot of effort was required to keep things in sync and there were some real limitations. If a customer placed a lottery ticket order on their website it had to be manually processed and cleared before being posted out to the client who might receive it several days later.

They had some grand plans, a single platform to run their entire fundraising department with a strong emphasis on online marketing, integration with social media and complete support for mobile platforms.

They wanted the flexibility for their staff to be able to create new websites, fundraising events and lotteries with complex pricing structures and advanced features without the need for programing changes.

MS Queensland also wanted a single location that their supporters could go to online to do everything from purchase lottery tickets; update their contact details, see their giving history or access special resources and merchandise offers that were available to select members.

At the same time they needed to maintain their proven direct mail and telemarketing campaigns but improve them with automatic address validation, duplicate detection, barcoding and sophisticated selection and campaign measurement tools.

“MAILman has automated a huge amount of our processing especially with our Charity Champion Event websites. DMS have been fantastic to work with, they have a great team.

They have been amazing guiding us through the implementation process and nothing was too much trouble.”

- Daz Davies, MS Queensland

It was a big ask but fortunately the perfect solution not only existed, it came from just across the Brisbane River, from Direct Marketing Software.
Supporters of all events, lotteries and giving programs can manage their whole relationship with MS Queensland via a single online portal.

DMS were able to demonstrate our lottery, fundraising, website and custom development capabilities to MS Queensland through our existing customer sites but MS Queensland wanted still more.

As DMS has done in the past with other clients who are pushing the boundaries of leading edge fundraising, DMS was able to work with MS Queensland to build upon our existing world class fundraising infrastructure and make it even better.

“DMS is great. To have one system that covers all our needs lotteries, events, pledges & appeals is fantastic. It is great that you can get the complete picture by clicking though the various tabs, it works for us all. Wish we had it years ago.”

- Daz Davies, MS Queensland

A range of new development was produced in a range of areas, some of which will benefit all of DMS’ clients and others that are specific to the unique requirements of MS Queensland.

At DMS, we know that software and technology is only part of what makes major projects like this a success.

The DMS and MS Queensland teams worked closely together to define, develop, test and implement the new solution.

The final cutover to the new platform proceeded smoothly at the end of July 2014.

During the launch of their 2015 Brissie to the Bay campaign MS Queensland broke records with over 6,500 registrations in the first 12 hours, putting them months ahead of schedule.

MSQ now have a new world class fundraising platform that automates many previously manual processes and which allows them to communicate with all their supporters equally, regardless of their communications preferences.

Above all it allows MS Queensland to relate to each of their supporters individually rather than as a range of supporter codes across a number of separate databases.

Could your organisation benefit in the same way?

To find out what DMS can do for your organisation, contact us today on 1800 334 060 or info@dmsw.com.au www.dmsw.com.au

For more case studies visit: http://www.dmsw.com.au/fundraising-software