



Australian for life.

About Surf Life Saving Foundation

In the early 1990s Surf Life Saving Queensland saw the need to develop a separate fundraising body to allow the volunteer Surf Lifesavers to focus on core operations, services and their outcomes on the beach. The Surf Life Saving Foundation would then focus on appeals, donor communications, fundraising events and the management of a Queensland based lottery program.

Over the years the Foundation has expanded and evolved into a far more sophisticated national body responsible for core fundraising programs and contracted events, beneficiary events and some state specific activities.

Being one of Australia's most recognisable fundraising organisations, SLSF are always on the cutting edge of technology. In 2008 the Foundation partnered with DMS to revitalise and expand their online presence.

Website Redesign

DMS have enjoyed a long working relationship with SLSF through which DMS have endeavoured to cater to the needs of SLSF. DMS's commitment to keeping with the Foundation's changing requirements has led to two website redesigns, the first of which was the beginning of the partnership between SLSF and DMS.

The Surf Life Saving Foundation's initial website was lacking in a number of areas particularly in terms of design and functionality. DMS redesigned the SLSF website by modernising the user interface, adding features and content, changing menu structures and updating their donation pages.

This first redesign set a solid foundation for the organisation's new web presence. The website served SLSF well for two years, but as a result of needs changing including a rebranding exercise the site needed another overhaul in 2010.

The second redesign of the website focused on minimising superfluous content and adhering to the new Surf Life Saving branding guidelines. This gave DMS a chance to create a more visually pleasing and easier to navigate website.

Guardians of the Surf

SLSF's original website had a basic donation page but had no ability to accept regular donations - which comprise a large percentage of SLSF's donation income. DMS created an improved one-off donation page and a brand new

regular giving page. DMS worked closely with SLSF to create a specialised process ensuring their website and database software would work together as effectively as possible.

Supporter Stories

The Surf Life Saving Foundation wanted a way for their supporters to interact with the website and other supporters by sharing stories. DMS created a section on the website where users could upload rescue stories, messages of gratitude for Lifeguards, anecdotes and memories of the beach. A number of stories have been submitted and these add personalised and unique facets to the website.

Outcomes

Since the beginning of SLSF and DMS's partnership, the Foundation has implemented a successful, aesthetically appealing website that has been able to grow with the organisation's changing needs. SLSF has been able to accept online donations more easily and have acquired many new donors as a result. The future looks bright for the Surf Life Saving Foundation, and DMS will continue to provide solutions to help the organisation grow and succeed in the online environment.



The redesigned SLSF website



SLSF's
optimised
donation
page

Appeals, Specialised Pages and Technology

Since the beginning of DMS and SLSF's working relationship there have been collaborations on a number of special website features for different campaigns. The following are two recent projects implemented by SLSF and DMS.

The Surf Life Saving Foundation wanted the ability to mail their annual pledge donors, confirming their details during their donation renewal process. They sent out a postcard containing a personalised web URL for each donor. By entering this URL in their web browser, each donor was presented with a personalised renewal page, populated with their details. The donor simply had to enter their payment information to renew their annual donation, updating their contact details if required.

SLSF always aims to utilise the latest technologies, so in consultation with DMS the organisation has begun implementing QR Codes on their mail pieces. QR Codes are a technology that has been used in other countries for a number of years and their use is now beginning to grow in Australia. A QR Code is a barcode that can be scanned by a mobile device, and upon scanning performs an action on the device. This can include visiting a web page, adding contact details to a phone book or sending an SMS. The Foundation used a QR Code to take users to a mobile-optimised version of their donation page, making the donation process very quick and easy.

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

