



CUF and Online Express

CUF was established by the Church of England as a practical response to unmet needs and has been active in local communities for over 30 years. Their vision is to see people and communities all over England flourish and enjoy life in all its fullness. They work by building trust, empowering local people to address the areas of greatest need in their communities, and speaking out against injustice.



CHANGING LIVES AND
COMMUNITIES TOGETHER

Why did you decide to sign up to Online Express?

“I joined CUF with the objective of taking the charity’s fundraising activities to the next level. Immediately I saw how we could develop the website and really work to join up our fundraising solutions. This would allow us to work a lot smarter, which could only be a good thing for the charity and the work that we do.”

What is your favourite function of Online Express?

“The fact that we can easily create dedicated pages and donation forms and embed them in our website is brilliant. Because these pages are now tailored specifically for our audience, I feel we can better connect with our supporters as they can really see what we are doing for their communities and relate to the work we do. This has already had a positive impact on our donations.”

What impact has Online Express had on your non-profit?

“Throughout the whole of 2014 we had in the region of 120 donations via our website. In 2015, after only three months of using Online Express, we had already exceeded our 2014 donations, simply by emailing our supporters and directing them to the web pages that we have customised for our specific campaigns.”

What future plans do you have for Online Express?

“We’re now going to expand our use of Online Express to our emailing programme. Being able to integrate with Raiser’s Edge will benefit us no end as we have had problems in the past mailing to people who have unsubscribed. By using Online Express we will no longer have this issue.”

“In 2015, after only three months of using Online Express we had already exceeded our total 2014 website donations!”

— Rob Stead,
IT and Database Manager



Want to find out more about Online Express? Get in touch:

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