

RURAL FIRE BRIGADE OF QUEENSLAND CASE STUDY



The Rural Fire Brigades of Queensland (RFBAQ) needed a better solution to their time consuming, costly, admin heavy, and resource limited processes of collecting donations for their cause. Their overall goal was ensuring that they were maximising their donation potential whilst minimising the costs and time to undertake these tasks.

Ezidebit was found to offer a more modern way to start collecting donations that provided real time credit card processing as well as automated recurring donations.

BACKGROUND

The RFBAQ is a charity organisation with the primary role of raising funds to support Rural Fire Brigades throughout the state of Queensland. Initially their role was to lobby Government for a better deal that assisted all of the brigades. However, in due course they began fundraising through additional activities such as Art Union raffles. With these extra fund channels they were able to start funding grants and additional opportunities for brigades to purchase their equipment and other such items.

RFBAQ Operations Manager Tracy Flint reported “The major issues facing RFBAQ were creating an income stream that we have not had access to previously. Due to time and resource limitations, we’ve only ever been able to contact our donors a maximum of five times a year which limits their donation potential.”

There’s 1,410 Rural Fire Brigades throughout Queensland which have a total of 34,000 volunteers. The Rural Fire Brigades throughout Queensland attend fires, swift water rescue, flood cleanups, cyclones, storm damage, roadside assist and much more. And that’s why the Association exists. It is to raise money to support these brigades who support and protect the community. All of these activities cost money, and there are 55 contact centre staff dialling across Queensland who generate these much needed funds. They are making 27,000 connected phone calls a week which is approximately 1.4 million calls a year, selling Art Union tickets to raise funds and accept donations.



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“We were quite archaic in our payment collection methods. We were doing everything through old bank batching methods, which we found very time consuming. It was also problematic for us having to wait for declines to come back from the bank and then having to undo all the transactions that may have gone through the system”, states Flint.





SOLUTION

RFBAQ met with Ezidebit to discuss possible donation collection solutions on offer that would meet their particular needs.

“When we first started to negotiate with Ezidebit we were looking for a way to bring ourselves into the 21st century and to give us real-time credit card processing.” says Flint.

“We chose Ezidebit as a result of quite a lot of research. We have had a very good relationship with our bank, however Ezidebit were able to deliver added value. We spoke with the bank first about what

they could offer. Their pricing was good but it was Ezidebit’s willingness to help us with staff training and the development of documentation that made them stand out from the competition. The support offered during the transition was something that nobody else offered us. And that kind of support was very important to us as a charity because we don’t have the resources to do this internally.

“Using Ezidebit allows us to offer our donors a monthly debit from their account, increasing our revenue far beyond previous levels,” stated Flint.

RESULTS

“On the figures we’ve run, we have seen that in the initial stages, Ezidebit has the potential to increase our revenue by around 25%. But it could easily continue to grow from that point. This will be hugely beneficial to our 1,400 brigades.” Flint said.

From the launch of the new system into their existing software, they were very happy with the results. There was an improved income stream, increased cash flow and less time and money spent on administration, meaning more time available to raise funds for the cause.

“I found the system exceptionally easy to work with and, more importantly, when I became too busy to continue administering that on a daily basis, I found it very easy to teach other staff members to use. I’ve never found any difficulty operating the system or getting information from it that I require. In terms of support from Ezidebit on the whole, I have to say I’m pretty happy with that”, says Flint.

Implementing modern payment technologies has been very successful for RFBAQ and their brigades. Today, a stable and secure method for collecting donations on a recurring basis is assuring improved cash flow.

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The team have found they are saving time and money on payment administration. Having the capabilities to collect donations automatically ensures the growth of the organisation to provide funding for the brigades across Queensland. The dedicated, personalised training provided by Ezidebit allowed the organisation to remain focused on raising funds for the brigades.