

FROM FRAGMENTED TO FEDERATED:

# How The Salvation Army built one national platform for every local mission

## Federation Without Losing Local Voice

After years of fragmented CMSes and siloed digital efforts, The Salvation Army partnered with Content.One to centralize its web ecosystem, accelerate publishing, and ensure brand consistency across 3,000+ locations — all while preserving local control.



“Load times have improved dramatically, and stability has been night and day compared to our old platform. We’ve seen a 50% increase in traffic and double the location-search activity since launch.”

Andrew Dobney, Director of Digital Strategy



“This project — moving all of The Salvation Army chapters to a single, shared SaaS platform — was the first time everyone had to have common goals and standards, requiring more frequent communication and knowledge sharing with territories. Content.One enabled that.”

Andrew Dobney, Director of Digital Strategy

 **3,000+**

Locations unified

 **+53%**

Web Traffic growth

 **+115%**

Service clicks

 **99.99%**

Uptime

 **+98%**

Location searches

 **4X**

Faster Campaigns

### The challenge

- Five separate CMSs across national and territorial websites
- Inconsistent branding and inaccessible design standards across 50+ domains
- Slow updates reliant on outside vendors and limited internal developer capacity
- Redundant workflows delaying campaigns and driving costly maintenance cycles



“We had five CMSs, each with its own subdomain — five down to one. In terms of sites, hundreds if not thousands.”

Andrew Dobney

### The approach

- Consolidated all national and territorial sites into one SaaS-powered platform
- Introduced reusable templates, shared datasets, and standardized content models
- Integrated API-driven automation for faster publishing and data governance
- Deployed scalable permissions to give every corps local autonomy within brand controls



“Historically, we believed we had to own everything ourselves — this was the first time we realized we don’t need to build it to make it ours. We had complete support from Content.One.”

Jon Aren, National Web Manager

## ⚡ Mission & Digital Transformation

When an organization is structured like an army — spanning national, territorial, divisional, and 3,000+ local units — its website can't simply publish content. It has to deliver help and trust. The Salvation Army chose Content.One to unify five CMSs and rebuild around a single SaaS foundation that supports collaboration, continuity, and real-time service.



"We don't build websites; we add content. So let's partner with a company that knows how to build websites."

Jon Aren, National Web Manager



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Andrew Dobney, Director of Digital Strategy

## Post Migration: Unified Infrastructure & Brand Consistency

Before migration, five separate CMSs and countless subdomains meant every site spoke a slightly different language. Now, a unified national platform brings brand governance, accessibility, and shared control — all while empowering every territory to tell its story.



"We had five CMSs, each with its own subdomain... five down to one. In terms of sites, hundreds if not thousands."

Andrew Dobney



"Swapping four YouTube embeds took a month and cost \$1,500 — something I can do in 10 minutes now."

Jon Aren



**Result:** One design system. One CMS. Infinite storytelling.

LET'S EXPLORE TOGETHER

Is Content.One right for you?

See how we can unify your sites, speed up content delivery, and keep your teams in sync.

Setup Exploratory Call

## Service Discovery & Public Access

From food banks to shelters, visitors now find help in seconds. The public Location Finder Map is so dependable that even The Salvation Army's call center uses it for real-world dispatch — transforming a marketing tool into a mission tool.



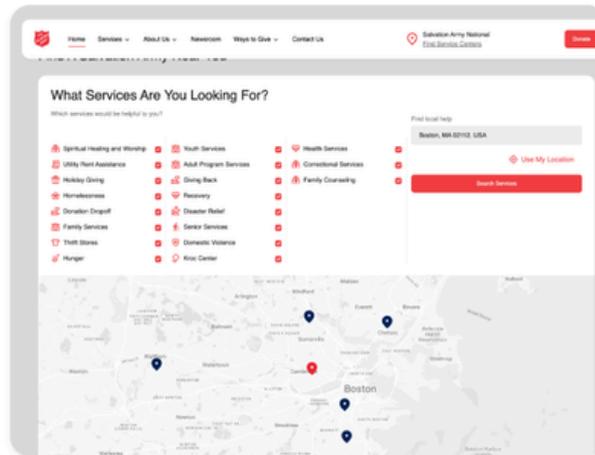
"The call center adopted our public Location Finder Map for dispatch and it's working exactly as it should."

Andrew Dobney



"Before, even a basic search tool was unreliable. Now, the foundation is solid — and we can finally think about layering in smarter, data-driven service pages."

Andrew Dobney



## Stronger Connection with Smarter Workflows, Faster Content with Content Cascading

Teams that once waited days to publish now go live in minutes. National campaigns cascade instantly across 3,000+ locations, while local centers share real-time updates — no code, no bottlenecks.

Publishing turnaround has gone from weeks and months to hours and days, transforming the organization's ability to inform, connect, and serve communities when it matters most.



"Before, we had five separate CMSs — sharing across them was almost impossible. Now we're building muscle memory: realizing we don't have to create something new every time. The platform allows sharing and reuse, reduces duplication, and ensures brand consistency. Technically, the ability to elevate local stories nationally is there — we just need new human workflows to match. The system supports it beautifully."

Andrew Dobney



"Once we're out of migration mode, the fun begins — datasets, dynamic maps, AI tagging. Content.One gives us the foundation for all of it."

Jon Aren

### Operational Marketing Report

Since launch, The Salvation Army has seen **50% increase** in traffic growth, **115% more** service clicks, and a **98% jump** in location searches.

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## Technical Reliability & Support

In a crisis, seconds matter. With Content.One, the platform is always ready and the support team is standing by.

### Confidence under pressure

"Content.One's uptime means our sites are there when people need them most."

### Mission-aligned partnership

"Their support team understands our mission and treats it like their own."

### Rapid response

Urgent changes delivered in hours, not weeks.



# 99.99%

Platform uptime



# 24/7

Responsive support



"You can tell when a vendor truly learns your organization — not just the product. The Support Team came in understanding who we are, not just what we need."

Jon Aren

## Organizational Impact

With Content.One, The Salvation Army moved from maintenance to mission. Teams across territories now co-build instead of compete — using one shared foundation that supports storytelling, governance, and innovation.



"With Content.One handling the modern foundations, we're finally free to focus on what matters — content, creativity, and mission."

Jon Aren



"For the first time, we're building and using one platform together — not just keeping separate systems alive. That shift lets us put our energy back into service and storytelling."

Andrew Dobney

### ↑ PLATFORM TRANSFORMATION

From 5 CMSs → 1 national platform, The Salvation Army gained a single source of truth for content and collaboration.

Teams are now free to focus on mission, not maintenance.



"Night and day" performance gains in uptime and load times



AI-ready modular foundation built with a future-proof, modern tech stack

### NEXT STEPS

Discover how Content.One powers enterprise-grade digital ministry while honoring every local voice.

[Talk with our team](#)

[Book a demo](#)