



Success Story: Fundraising and Constituent Management Solution (Convio[®])

Summary:

TerpSys[®] implemented a bilingual web site offering multiple accessibility features and streamlined tools to manage constituent relationships, donations, web content and email marketing.

Client: American Health Assistance Foundation (AHAF)

A non-profit organization that funds research on Alzheimer's disease, age-related macular degeneration and glaucoma, AHAF also educates the public about risk factors, preventative lifestyles, available treatments and coping strategies.

Objectives:

- Increase Client revenue through online donations
- Improve site's overall look and feel
- Facilitate constituent record management
- Maximize site usability and accessibility
- Enhance site functionality for client staff and general public



Challenge

AHAF sought a state-of-the-art web site to boost its online presence and ability to manage constituent relationships. As an "umbrella" site for three distinct sub-programs, it was necessary to establish coherent branding and focus for each sub-site while ensuring that they still reflected the overall look and feel of the main site. This required complex information re-architecture.

The new site's multiple target audiences included health care providers, patients, and the general public. Given the client's outreach efforts to victims of eye diseases like macular degeneration and glaucoma, the site had to be "508 compliant" and accessible for visually-impaired users. In addition, Spanish translations of online forms and other selected content were required.

Finally, the client sought a site with a more intuitive structure – one that would consolidate massive amounts of data, and organize and display it in a logical, engaging and visually attractive manner.

Solution

TerpSys worked closely with the client to define project goals. In so doing, AHAF re-evaluated its priorities - which had been focused on processing online orders for its publications – and decided to place new emphasis on tools to maximize online donations. TerpSys leveraged its experience in Convio to implement a solution that streamlined the management of constituent relationships, donations and web site content.

The new site's intuitive structure made for easy navigation and searches. Usability best practices guided TerpSys as we made innovative use of Convio CMS and page templates, consolidating multiple databases to create a single source capable of displaying and retrieving over 2000 pages of content for site visitors.

The special needs of the visually impaired were met via accessibility features such as color contrasting, reverse text contrasting and text size enlargement. Spanish language versions of donation forms and key site content were also added.

Results

- Streamlined online ordering and charitable donation processes
- Developed user-friendly site with an intuitive content structure
- Created a visual design evoking community and professionalism
- A delighted customer:

"TerpSys is a great team to work with. Their technical and customer service skills are phenomenal, and I wouldn't hesitate to work with them again. I am delighted with our new web site!"

– Kathleen Honaker,
Executive Director,
American Health Assistance Foundation