



New Website, Digital Marketing Accelerate Critical Nonprofit's Donations

A DIGITAL INK CLIENT STORY





The Client

The **American Friends of Sheba Medical Center (AFSMC)** is a nonprofit organization that works to raise awareness and aid for the Sheba Medical Center in Israel. Sheba is the largest medical center in the Middle East, consistently ranked one of the top hospitals in the world, and is central to Israel's healthcare system and the well-being of thousands of patients.

AFSMC supports Sheba Medical Center by raising awareness about the hospital's compassionate clinical care, comprehensive educational training, humanitarian missions, cutting edge research, and medical innovation.

Previously, two separate nonprofits – in New York and Los Angeles – both worked to raise money for Sheba, but decided to merge to better increase Sheba's visibility and development.

In January 2021, the American Friends of Sheba Medical Center was born. That first year, the funds they raised far exceeded the total previously

Project Highlights

- Website redesign focused on driving donations and sharing informative content
- Branding for digital marketing campaigns across social media
- Donation page design and fundraising campaign support
- Ongoing maintenance and digital marketing efforts

raised by both independent nonprofits combined. AFSMC has successfully gained visibility within the community and expanded their reach, including offices in multiple states, and garnering more attention for the life-saving care provided by the medical center.

The Challenge

When AFSMC was first conceived, they needed more visibility and awareness, especially in the Jewish community. The first step towards greater visibility was an updated website. When the organization started, their website was what CEO Brian Abrahams described as “a glorified digital brochure.”

AFSMC wanted a place where people could get the latest medical news from Israel, explore the nonprofit’s events and programs, learn about Sheba’s history, and donate. The website needed to be user-friendly, fresh, provide valuable information to users, and encourage action.

“We wanted a central place where anyone interested could find information,” said Abrahams.

In order to gain visibility and increase support for the medical center, they also needed a stronger social media presence to share stories online.



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The Solution

In order to build their new website, AFSMC hired Digital Ink to help turn their “digital brochure” into a practical, visually appealing, informative space to share news, solicit donations, and handle increasing amounts of traffic.

Digital Ink did just that. The new site embodies the spirit of AFSMC, with their brand colors and shapes adorning the site, photos, interactive content, videos, news stories, and a pop-up banner to sign up for AFSMC’s newsletter. The new site also houses various fundraising campaign pages specially curated by Digital Ink and a searchable menu with collapsible sections for each of the areas most important to AFSMC. Anyone looking for news or information about Sheba Medical Center or AFSMC need look no further than the website.

“I feel like they’re really a partner in making this successful—not just a vendor or contractor—they actually feel invested in the success of the website.”

BRIAN ABRAHAMS
CEO, AMERICAN FRIENDS OF SHEBA
MEDICAL CENTER



“They didn’t overdo the bells and whistles – they struck just the right tone with some interesting features, but made it very navigable and user-friendly,” said Abrahams, commending the new site.

Abrahams said working with Digital Ink was more like a partnership than just hiring another vendor. He praised the speed, diligence, creativity, and collaborative spirit of the Digital Ink team and their support for the ongoing maintenance of the site.

“They’re very creative and very collaborative,” he said. “They took on our project and seem to genuinely care about the cause and about the medical center.”

For ongoing digital marketing, Digital Ink also stepped in to create social media graphics and branding, which have been used and posted across Facebook, LinkedIn, and Instagram. They also created paid advertisement campaigns on Facebook and Instagram to increase traffic to the website and raise awareness on important issues.

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**Together, we can
change the future
of healthcare**



The Results

The redesigned site and digital marketing campaigns have significantly grown traffic and the organization's visibility. Not only are hundreds of thousands of people coming to the site – they're also staying longer, says Abrahams.

As part of their digital marketing efforts, Digital Ink posted news articles and videos to the site quickly to provide fresh content relating to medical innovation from Sheba, as well as how Sheba mobilized support for those impacted by humanitarian crises around the world.

AFSMC and Digital Ink continue working together to maintain content on the site and build out new digital campaigns for fundraising efforts and events. For each unique campaign, Digital Ink builds a dedicated page to provide context and drive action. The pages are made with short-turnarounds and drive visitors to take action, whether it's making a donation or signing up for a life-changing mission to Israel.

On October 7, 2023, when Hamas attacked several communities and a music festival in Israel, killing over 1,200 people, kidnapping more than 240 hostages, and leaving many more wounded, the need for Sheba Medical Center's expertise was never more critical. Digital Ink quickly created a fundraising campaign page in order to raise millions of funds for the medical center, which received the vast majority of wounded soldiers and civilians, and continues to provide physical and mental rehabilitation to the survivors.

Project Scope

- Website Design
- Website Development
- WordPress Consulting
- UI/UX Optimization
- Website Management
- Digital Marketing

377%

INCREASE IN REACH
ON INSTAGRAM

855%

INCREASE IN PAGE
VIEWS ON LINKEDIN

Together, AFSMC and Digital Ink make it easy for users to discover Sheba and support its critical missions and care for their patients. Now – as a result of Digital Ink’s redesign and digital marketing efforts – AFSMC has more visibility within the Jewish community and an interactive website that serves as a central place for information and fundraising campaigns for the issues most important to Sheba.

Since the website launched in 2021, AFSMC has raised millions of dollars in support of the medical center. Over the course of 2022, their reach increased by 377% on Instagram and on LinkedIn, their page views increased by 885%. Their website has attracted thousands of new users and the average session duration has doubled.

“I feel like they’re really a partner in making this successful—not just a vendor or contractor—they actually feel invested in the success of the website.” Abrahams concluded.



Learn More

Digital Ink is a website design, graphic design, and digital marketing firm dedicated to helping businesses and brands look their best online and in print. Creative, flexible, and responsive, Digital Ink is ready to collaborate.

To learn more about improving your creative and digital marketing, contact Digital Ink today:

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