



A DIGITAL INK CASE STUDY

Digital Resources Empower Nonprofit to Fulfill Environmental Mission





The Client

The **Alliance for the Chesapeake Bay** is a non-profit dedicated to inspiring local action and forging partnerships to protect the Chesapeake Bay Watershed. The organization works with individuals, businesses, and governments to increase environmental awareness and restore local lands, streams, and rivers.

The Alliance offers hands-on volunteer opportunities as well as technical training to help enterprises and leaders improve water quality throughout the Chesapeake Bay.

Project Highlights

- Redesigned and redeveloped portfolio of sites to improve functionality and brand alignment.
- Optimized email marketing efforts boosted subscribers and potential donors.
- WordPress trainings educated and empowered staff.

The Challenge

The nonprofit originally needed help building its **Businesses for the Bay** website as a functional tool to connect local enterprises with efforts to preserve the Chesapeake Bay. The program was being launched from scratch and required a dynamic web presence to retain and recruit members.

Later, the organization lost a staff web developer and was looking for immediate support to maintain and modernize the Alliance's main website. Beyond that project, **The Chesapeake Network**, one of the Alliance's community sites that links like-minded advocates, did not work well: It loaded slowly and was riddled with errors.

In the following years, the Alliance cultivated several programs needing effective websites to reach target audiences passionate about the environment. These diverse websites and email marketing efforts had to align with the Alliance's evolving strategic plan.



“I immediately felt like Digital Ink and I had great working chemistry. They were able to explain things very easily so I totally understood.”

MARISSA SPATLEY
COMMUNICATIONS MANAGER,
ALLIANCE FOR THE CHESAPEAKE BAY

The Solution

Digital Ink began working with the Alliance in 2015, designing and developing the Businesses for the Bay website as part of the its launch. After that successful collaboration, the relationship between the Alliance and Digital Ink grew and the firm began managing the Alliance's main website. This included WordPress support, troubleshooting, and development services to maintain and expand the site.

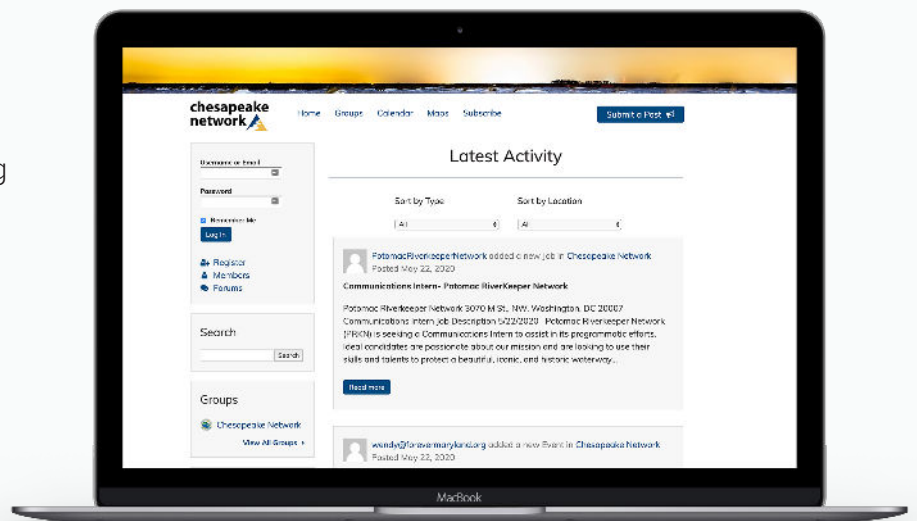
Since then, Digital Ink has designed and developed additional program websites for the Alliance, including:

Alliance for the Chesapeake Bay Support

- Website Design
- Website Development
- Website Management
- Website Training
- Marketing Collateral Design
- Email Marketing Design

The Chesapeake Network

A community-powered website that allows organizations and individuals dedicated to protecting the Chesapeake Bay Watershed to share events, job openings, development ideas, announcements, and resources.





Reduce Your Stormwater

A resource for helping homeowners and businesses reduce harmful stormwater runoff.





Primary Logo

Logo on White
Keep a minimum of 30px border around all sides



Logo on Green



Fonts

H1
Open Sans Extrabold 48/60px

H2
Open Sans Extrabold 36/48px

H3
Open Sans Extrabold 24/36px

H4
Open Sans Bold 18/30px

H5
Open Sans Regular 18/30px

Script Titles
Verveine Regular 24/36px





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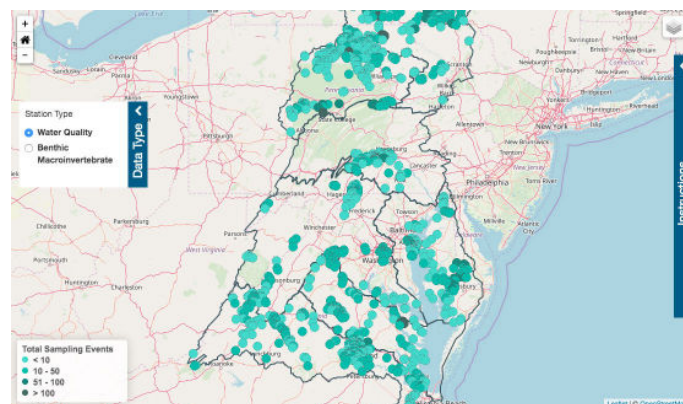
Strong
Open Sans Bold 14px/21px

Link
Open Sans Bold 14px/21px #bcb4d0

Color Combos

A	A	A
A	A	A
A	A	A
A	A	A





The Chesapeake Monitoring Cooperative

A resource that provides technical and outreach support to integrate volunteer-based water quality monitoring data into the Chesapeake Bay Program partnership.



Data



Publications



News



FAQs

The Results

Digital Ink has become the go-to partner for the Alliance for all of its digital marketing efforts, including email marketing, website hosting, training, and more.

Digital Ink was hugely influential in shaping the voice, look, and direction of Businesses for the Bay, creating a clear, organized web presence. The firm was also able to rebuild the Chesapeake Network site architecture to eliminate bugs and improve loading speed and functionality. These crucial site improvements brought back the roughly 2,000 users who had abandoned the previously hard-to-use site and attracted new users.

Digital Ink also improved the efficiency of the Alliance's Mailchimp outreach by integrating email lists across Alliance sites to boost subscribers by 6,000 and enable the nonprofit's newsletter to reach more committed supporters.

“Digital Ink is very supportive of our work and have sponsored events for us. They give back to the businesses and nonprofits that support them. They’re a great local business: easy to work with, fun to work with, and affordable.”

MARISSA SPRATLEY

COMMUNICATIONS MANAGER, ALLIANCE FOR
THE CHESAPEAKE BAY

The firm's accessibility and responsiveness – even after-hours -- resolved a glitch in a key email newsletter donation campaign scheduled to be sent over a long holiday weekend.

Website management by Digital Ink ensures the Alliance employs online trends and best practices, and the firm conducted a WordPress training for Alliance staff. The organization's cohesive portfolio of websites convey the mission, vision, and values articulated in the new strategic plan.

+ 6,000
MAILCHIMP SUBSCRIBERS

+ 2,000
RETURNED SITE USERS

"The team at Digital Ink is flexible and relatable. They're willing to work with us to help meet our goals, whatever they are."

MARISSA SPRATLEY
COMMUNICATIONS MANAGER,
ALLIANCE FOR THE CHESAPEAKE BAY

Learn More

Digital Ink is a graphic and web design and development 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 customized design or development support, contact Digital Ink today:

contact@dgtlnk.com