



A DIGITAL INK CASE STUDY

Website Makeover Rebrands a Growing Business

onecause[®]
POWERFUL FUNDRAISING SOLUTIONS



The Client

OneCause helps nonprofit organizations amplify their messages, engage new donors, and raise more funds with technological solutions. Launched with BidPal mobile bidding in 2008, OneCause's easy-to-use charitable giving software has helped raise more than \$1.5 billion, amplifying the messages of more than 5,000 causes nationwide. Clients include Boys & Girls Clubs of America, Habitat for Humanity, and the Human Rights Campaign. The organization has grown from an event fundraising tool to an integrated platform that helps nonprofits make giving more mobile, social, and fun.

Beyond the customized online offerings that have supported 20,000 fundraising events and campaigns, OneCause's 450 fundraising experts are industry leaders. The company compiles data, publishes reports, and lends expertise through blog posts, guides, e-books, webinars, and the annual **Raise Conference**. Empowering great missions, OneCause helps nonprofits that do good to do better.

Project Highlights

- Redesigned and restructured website better aligns with evolving OneCause mission and brand.
- Refreshed web presence increased site traffic, SEO results, and keyword rankings.
- Back-end website improvements dramatically sped up site performance.
- A slick, robust conference website attracts industry leaders.
- Prominently featured charitable giving content, such as blog posts, e-books, and webinars, provides a resource to current clients and helps recruit new clients, employees, and investors.

The Challenge

As OneCause grew, the original website could not keep pace with the company's expanding needs. The site was initially created using an off-the-shelf WordPress template. It became increasingly difficult to navigate and cumbersome to update, and loaded slowly while underperforming in search results. OneCause was growing its fundraising suite – this transition demanded a fast, streamlined site designed from scratch to better align with the company's evolving mission, showcase a trove of rich content, and reflect the updated OneCause brand.

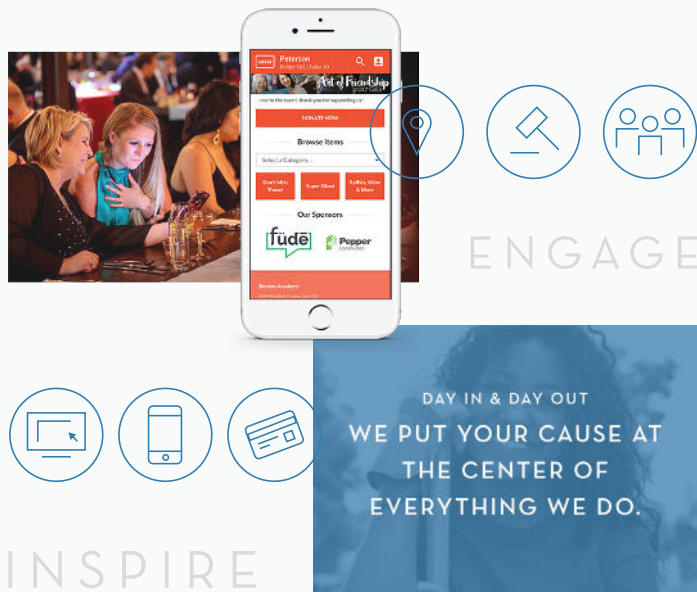
In addition, OneCause was preparing to host the annual Raise Conference in Chicago. The scaled-up event required a second website that offered greater customization and flexibility. OneCause needed a robust, professionally designed WordPress event site on a tight timeline to reach conference attendees effectively and convey polish and authority.



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The Solution

Digital Ink redesigned the OneCause website with a brand new, inspirational look and feel that underscores OneCause's approach and values, illustrated by curated images of clients serving their communities. The custom WordPress site now includes a much-improved back-end, dramatically speeding up site operations and capabilities.



“We’re more than a software company. We’re here to partner with nonprofits and empower great missions. Digital Ink worked really hard with us to make sure that message resonated on every single page of the website.”

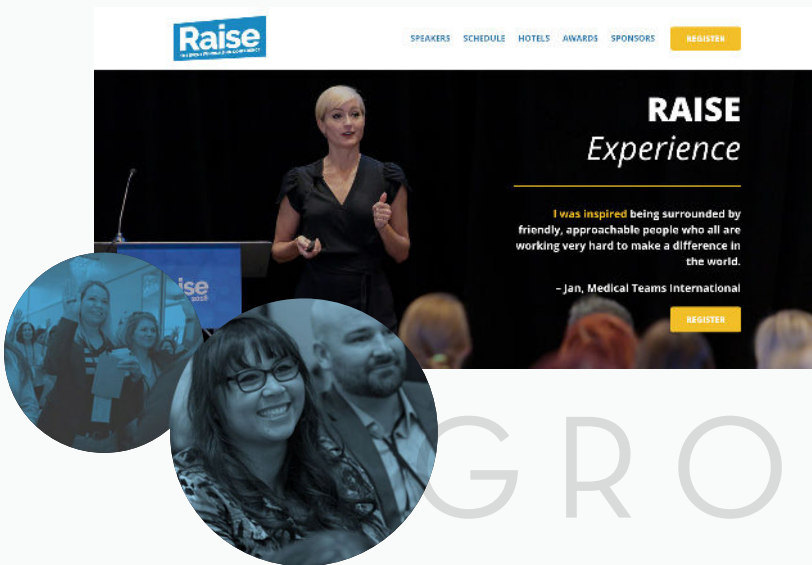
JOSHUA MEYER
SENIOR MARKETING DIRECTOR, ONECAUSE

OneCause Digital Services

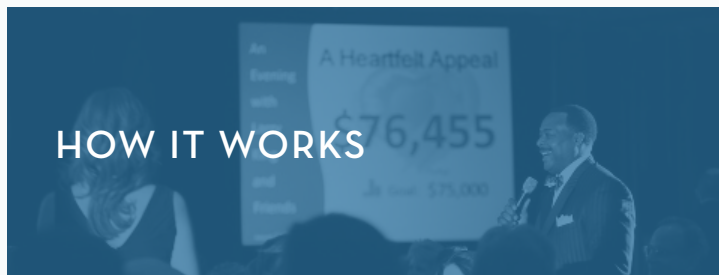
- Website design
- Custom WordPress development
- Ongoing website management and support
- Digital production

This new structure highlights OneCause's expert content, boosting engagement with prospective clients and converting them more efficiently into solid leads. The site also boasts new elements that enhance usability, such as global search and improved analytics. After the launch of OneCause.com, Digital Ink quickly built a new Raise Conference site to attract thought leaders and event-goers.

CONNECT



GROW



“We enjoy working with Digital Ink. I can’t recommend them enough.”

JOSHUA MEYER
SENIOR MARKETING DIRECTOR,
ONECAUSE

The Results

The revamped OneCause.com tells a more compelling story of the mission-driven software company's services and knowledge. Faster site performance has caused a jump in year-over-year website traffic, and enabled a fresh analysis by Google's algorithm, increasing search engine optimization (SEO) scores and keyword ranking. Increased website visitors and SEO hits have generated additional business.

OneCause's array of expert content housed online offers current clients helpful, clear, relevant resources on charitable giving. This newly accessible storehouse of fundraising information demonstrates the company's industry prominence, which helps to recruit talented new team members and potential investors.



“The team at Digital Ink are always able to help if there's something that we need, always able to find a solution.”

JOSHUA MEYER
SENIOR MARKETING DIRECTOR, ONECAUSE

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:

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