

Crisis Assistance Ministry

WEBSITE FOR GOOD AWARD SNAPSHOT

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> *The new site allows us to better educate and engage the community about the impact of poverty and to inspire them to action...it is easier to share stories of impact, to recognize our wonderful volunteers and donors, and to highlight the issues that affect our low-income neighbors within an easy-to-use interface that integrates our email, website, and social media channels. Apparo and Rabell Creative have been wonderful to work with..."* - Liana Humphrey, Chief Marketing and Communications Officer, Crisis Assistance Ministry.

Helping those in Financial Crisis Move Towards Self-Sufficiency

Crisis Assistance Ministry helps Mecklenburg County families experiencing poverty with life's basic needs: emergency rent and utility assistance, clothing, household goods, furniture, beds, and appliances. They were the winners of Apparo's 2018 Website for Good Award. They applied because their site needed a more modern look and feel, improved user experience, mobile optimization, better SEO, more robust analytics and navigation that encouraged users to interact. Rabell Creative developed a modern site that better tells the nonprofit's story and allows users to easily navigate to information needed.

Nonprofit Team: Liana Humphrey, Tovi Martin , Sue Wright

Volunteer Team: Laura Rabell, EJ Rabell, Jr.

ANTICIPATED PROJECT IMPACT

- Increased revenue: Improving search results, social media integration, and the overall donor experience should result in increased donations
- Increased reach: SEO, blog and improved linkage to social media, will help reach a wider audience
- Improved operating efficiencies: Reduced time to manage website and reduction in need to answer users' questions



> *We were excited to partner with Apparo on the 2018 Website for Good Award to redesign Crisis Assistance Ministry's website to help them continue to inspire the Charlotte community to justice and generosity with their important work."* - Laura Rabell, Chief Creativity Officer, Rabell Creative

210 hours

Total number of hours dedicated to this project by the volunteer and Apparo team

$31,500

Market value of this project (volunteer & Apparo hours)