



ServerLogic Customer Case Study

Sitecore Implementation



Make-A-Wish Foundation's New Website Provides Unparalleled User Experience and Branding Power

Overview

Customer Profile

The Make-A-Wish Foundation grants the wish of a child diagnosed with a life-threatening medical condition. Wishes are an important adjunct to medicine and treatments and change the lives of everyone involved.

Make-A-Wish® has 61 chapters serving every community throughout the US. It is the nation's largest wish-granting organization with approximately 1,000 employees. Their website typically receives between 100,000 and 200,000 visits per month.

Business Situation

The user experience of their websites were disjointed, with much of the sites made up of add-ons and third-party software tools that didn't match. The sites were overly promotional, and not engaging through narrative tools. Multimedia was present, but not seamlessly integrated. And the sites did not reflect the life-changing nature of wishes. It reflected the old-school image of Make-A-Wish as an organization for dying kids.

Solution

Make-A-Wish engaged ServerLogic, a Sitecore Certified Partner, to design and develop a new website using Sitecore's CMS framework.

Benefits

- Unifying the brand under one common digital look, feel, and experience
- Improved user engagement driving more donations, volunteer interest, and wish referrals

"Our old website was dark, dreary, and heavy – not reflective of the awe-inspiring and life-affirming wish experiences Make-A-Wish creates for each and every child. The old website was built on a simple platform that offered little in terms of scalability, so every change or addition felt and looked like a patchwork quilt add-on. And every chapter had a different looking website. Whatever changes we made resulted in little to no difference in conversion rates." -- Make-A-Wish Foundation

Make-A-Wish Foundation, the nation's largest wish-granting organization, expects to gain significant benefits as they take advantage of their recently implemented Sitecore-based website. For many years, Make-A-Wish was restricted by the technical limitations of their web platform from truly dreaming big and shooting for the stars. They have amazing narratives and so many opportunities to engage people in responding to content. However, the actual user experience on their website didn't maximize these opportunities and often led to confusion and mixed messaging across their 61 chapter organizations.

In order to accomplish the website redesign and implementation and customization of the Sitecore CMS and Marketing framework, Make-A-Wish turned to ServerLogic, a Sitecore Certified Partner, that specializes in website design, branding and content management implementations.

"Now we finally have a web platform in the Sitecore CMS that doesn't hold us back. Our websites now are an incredible tool in advancing our image, our mission and vision, and our ability to empower our chapters to connect more closely with their key stakeholder groups at the grassroots level, where wish granting happens. "

-- Make-A-Wish Foundation

Situation

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As a result, they were looking for a solution that would provide a website that would be robust, flexible, and scalable for all of their chapters – from the most sophisticated to the smallest, non-technical staff – they wanted the Make-A-Wish sites to reflect the best that corporate websites, news sites, and blogs have to offer. We were focused on driving more long-term engagement to build sustainable relationships and loyalty among their supporters. Their web presence needed to be more than a simple transactional space – they needed it to be a relational and inbound marketing hub that evolved and advanced their branding and partnering goals.

Solution

ServerLogic partnered with Sitecore because their CMS framework provides a cost-effective foundation to build a branded, expandable, and dynamic enterprise-level website.

Sitecore is scalable in scope of features, price, and the integration. Make-A-Wish needed a system that could change as the organization's needs changed. Sitecore's Windows-based user experience is a relatively easy and intuitive system for their chapters to use. Sitecore offers the opportunity to someday evolve the websites to increase engagement through real-time personalization and adapt to visitors' behaviors for an optimized user experience. It also offers robust search engine marketing abilities and a number of out-of-the-box Web 2.0 tools. Lastly, Sitecore easily integrates with third-party systems such as Microsoft SharePoint, CRM and mobile services.

Benefits

The new website is light and airy, beautiful and easy to navigate using a progressive menu approach similar to Apple and Samsung's websites. The site focuses first on drawing visitors in through brand visuals and narrative, then engaging them to interact with content and convert, based on tailored calls-to-action throughout the website. There is a lot more functionality and opportunity to connect, share, comment, contribute, donate, and more. And instead of each Make-A-Wish entity operating in a silo, chapters and national are now moving together, in lockstep with content and brand engagement approaches.

Now national and chapters can share content with each other and benefit from the shared look, feel, and experience. Sitecore provided a way to tailor calls-to-action on pages and sections through modular applications and to integrate multimedia in a seamless and powerful way. It gave Make-A-Wish the opportunity to drive social and relational engagement through various applications. And it simply gave them a much more powerful canvas for imagery, video, quotes, stories, and more, and it gave site visitors a way to connect and share content

Moving all 61 chapters and the national organization onto one unified, robust CMS was a huge advancement for the organization. The websites finally reflect the power and impact of the Make-A-Wish brand across the country. The national site has only been up for a few short months and we are still working to complete the mobile responsive build-out, so results are still coming in. Early indications are that this is the site we've been dreaming of and working toward and we're looking forward to charting our success in the coming year.

Social sharing and connection elements are now integrated seamlessly throughout the sites, based on each entity's unique social presences. Site visitors are engaged through email, mail, and mobile subscriptions and forms. And user-generated content submissions is solicited throughout the site.

Results

"We finally look like one organization, which is huge for branding purposes. We finally have the ability to share content with each Make-A-Wish entity and deliver a user experience that we believe can be equal to or better than any other charity. Our website is beautiful, powerful, and is equal to the Make-A-Wish brand."

"And we have received incredible feedback, both internally and externally, and are now working to polish our individual website analytics and roll-up reporting structure so we can confirm how well the sites are performing locally, nationally, and in concert with each other."

"From the multimedia and visual narrative focus to the content classification (keyword tags, regions, categories) system that lets users choose how to navigate the site, to the customized modular promotional elements to the organic social integration, we would put the Make-A-Wish website up against any other charity. In fact, we believe that our website now stand as a model not just for other nonprofits, but for businesses across the board."

serverlogic

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