

Non-Profit Website Redesign Focused on Increasing Efficiency and Awareness

Mikva Challenge is a Chicago-based, non-partisan, non-profit organization that works to change the status quo by developing youth to be more informed, empowered, and active citizens and leaders in their community.

Objective

Mikva's democracy education programs now serve over 6,000 high school students, 130 teachers and 110 schools across the metro Chicago region. The organization recognized the existing website could no longer support their needs. They hired Idea Marketing Group for help in redesigning a website that would create efficiencies within their organization and allow them to disperse knowledge and information to a larger audience.

Solution

Idea created a new website designed to showcase the organization's best attributes and evoke action. It provides resource areas for educators and students, easy access to program information and clearly displays the quantitative impact that Mikva Challenge has on the community. Supporters can easily donate and see upcoming events as well.

The mobile responsive website was custom designed and developed in Wordpress, allowing non-technical staff to easily update pages and add new content. Idea set up the donation processing system to integrate with Mikva's existing CRM, DonorPro. The eCommerce portion of the site integrates to process payment automatically.

Highlights

- Responsive Design on Wordpress CMS
- CRM Integration with DonorPro and Card Connect
- eCommerce functionality tied to CRM



"Working with the team at Idea Marketing Group has been fantastic. They worked to really understand our mission and message, and they helped us incorporate many website best practices that our previous site was sorely lacking. They built a fun, energetic site that also manages to present a lot of content in an easily understood format."

Kelly Roff, Development Director

