

Patch Adam's Red Clown Nose Gets a Creative Online Look

Founded by Patch Adams, MD, the Gesundheit! Institute is a nonprofit organization supporting compassionate care, education, and peace through clowning globally.

Objective

The Gesundheit! Institute expanded its programs and outreach following the 1998 release of the semi-autobiographical movie starring Robin Williams. As the organization developed and defined its different branches, it needed a web presence that could better organize and communicate its unique objectives and programs.

Solution

Idea worked with the team at Gesundheit! Institute to architect a new website structure and build a creatively representative website that speaks to the organization's mission and goals. The new mobile responsive WordPress website integrates with their CRM for one-time or recurring donations, newsletter signups, and gift shop purchases. Non-technical staff can easily access the content management system and make their own changes to the website.



Highlights

- Award winning website
- Integrated functionality between website and Civi CRM
- Custom live streaming functionality of social feeds on website

"Throughout the process, they helped our in-house webmaster to learn the intricacies of the site in order to facilitate our ability to make edits going forward. We are extremely happy with the new website and grateful for our relationship with Idea Marketing Group."

Atomic Zagnut Adams, Web Staff Coordinator

