

Executive Service Corps of the Triangle Expands Their Reach With New Website

Nonprofit organization ESC uses Data Tech Services' website consulting to help implement their mission online.

BACKGROUND

Executive Service Corps (ESC) of the Triangle is a 501(c)(3) nonprofit that provides professional, affordable consulting services to Triangle nonprofits. Among the programs they offer are board retreats, financial assessments, fund raising, and coaching for executive directors. All ESC volunteer consultants are experienced professionals who are trained to understand nonprofits. Most of the consultants are retired from for-profit management careers.

The organization was formed in 1987 and has matched volunteer consultants with over 300 nonprofits needing help in strengthening their operating abilities.

CHALLENGE

When Trudy Smith became Executive Director of ESC in 2006, she inherited some challenges. Trudy was particularly concerned that their website was not focused on their audiences and didn't give them the professional image they needed to fulfill the mission of the organization.

One of the ESC consultants, Marilyn Longman, had a marketing background and had heard about Data Tech Services, LLC. Marilyn knew that owner Sam Andrews had done quality website work for other nonprofits. She recommended Sam to Trudy and the board.

Trudy was impressed that Sam had a good reputation with local nonprofits. "Marilyn gave us a very strong recommendation for Sam, and knew that he was affordable, so we decided to go to him with the project."

SOLUTION

Sam listened to what ESC needed in terms of addressing their audiences' needs. His proposal was unanimously accepted by the board. He developed a new website, which reorganized their content to address their three audiences: clients, consultants, and donors.

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Trudy then hired a graphic designer to do some branding for the organization, which resulted in a new logo and color scheme for their website. Sam took the branded website and retrofit the existing website into it, including over 30 pages of content, and also added some new functional enhancements.

Like any nonprofit, ESC needed to squeeze as much as they could get out of every marketing dollar. So they asked Sam to help improve their online application forms while he was working on the website.

"We screen all our applicants," said Trudy, "so we need them to fill out an online application. Sam listened to what problems we were having with some of the consultants not having a scanner or a fax machine. He suggested PDF forms that could be filled out online."

The PDF forms worked well. The printable forms were consistent and easy to read and fill out. Consultants also required less assistance from the ESC staff when submitting their applications.

RESULT

ESC has come a long way in recent years. Their consultant base has grown from around 20 active volunteers in 2006 to 38 today. Trudy said the new website has provided the underpinning of their outreach efforts to expand the services of the organization.

"It's a much more professional depiction than what we had before. Our mission is straightforward and that's what we wanted to convey. With the pictures of our clients and the ease of showing how we work with our different audiences, our mission really comes through."

"We get lots of compliments on the website. Everyone says it looks professional and clean, and is easy to navigate. Our website traffic has nearly tripled compared to what it was before."

After working with Data Tech Services since 2008, ESC is very pleased with the work Sam has done on their website and other projects.

"Sam is very easy to work with and is a great listener," says Trudy. "He does business the old-fashioned way, and as a nonprofit with a community focus, we appreciate that. He doesn't try to up-sell you something that you don't need. He'll offer his opinion, but not try to change yours."

"Sam's been very good to us. He's very responsive and returns calls and emails quickly. Overall, we feel we get a great value from DataTech Services, because of Sam's professional experience and quality service."