



How BoxCrush Increased Engagement, Donations, and Volunteer Inquiries for a Child Welfare Nonprofit Organization

Background

Court Appointed Special Advocates (CASA) is an organization that recruits and trains ordinary volunteers from all professions and backgrounds to advocate and guide children through the complex legal system, representing their interests with the goal of helping children achieve placement in a safe and permanent home.

Challenge

CASA needed a wide array of functionality built into their website that would drive traffic and provide a seamless experience for volunteers and donors alike.

They also needed a content management system that would allow staff to easily make regular updates to the site, schedule events and training, and process donations and form submissions.



3905 Vincennes Road, Ste 502
Indianapolis, IN 46268
317-816-9353 x1

Improving the Framework

Nonprofit organizations face unique challenges when it comes to web design: they must communicate effectively with diverse audiences, inspire those audiences to devote time and money to their cause, provide a clear, consistent message to donors and volunteers to drive conversions, and provide an effortless experience throughout that process.

A site that loads slowly or produces errors when processing donations will lose vital support quickly. That's why it was essential for CASA to have a high-quality website optimized for speed and user engagement. BoxCrush began by prioritizing the following elements:

- A clear call-to-action to "Become a Volunteer"
- Improved volunteer page functionality with contact form submissions
- Content sections allowing video vignettes and other forms of storytelling
- A directory of staff and board members
- An events page for training and fundraising, integrated with the Eventbrite registration and ticketing platform
- Easy and secure donation processing
- Contact functionality on every page

The Result

BoxCrush completely overhauled the existing CASA website, migrating content over to Wordpress, a user-friendly web content management system (CMS) that doesn't require expertise in coding and development.



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BoxCrush redesigned the front end as well, ensuring a clean, consistent brand and message to enable ease of interaction with donors and volunteers. BoxCrush also provides ongoing hosting and technical support for this organization.

CASA testimonial:

"ECI CASA truly appreciates the ongoing assistance and support from Boxcrush. Dan and his team care about our community and helping children in need. Due to that, they have been so kind to provide our web hosting for many years, and most recently they provided an overhaul to our website where they designed the entire site pro bono. The Boxcrush staff was so helpful to me and my team, who are not experienced web developers, and continue to be courteous and helpful when we have additional questions. We love having Boxcrush as a sponsor and supporter and cannot thank them enough for all they do for CASA and abused/neglected children."

- Annette Craycraft
Executive Director
East Central Indiana CASA, Inc.

BoxCrush provides web design, development, hosting, and support to East Central Indiana CASA, Inc., on a pro bono basis. Please see our ***Social Impact*** page to learn more about our pro bono clients and community involvement and support.



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