

SMALL NON-PROFIT MAKE A BIG IMPACT THROUGH WEBSITE RELAUNCH

While water is essential to life, a powerful web presence is essential to being heard in the modern communications landscape.

Background

As advocates, educators, and partners, the 501c3 ShoeCrew Water Projects has made a small but serious impact on the global water crisis. Operating out of St. Louis, MO, they got their start collecting used shoes and turning them into clean water for individuals in third world nations. Over time, they've added education in a variety of settings, and a variety of other initiatives that help fight the water crisis around the world.

The Challenge

While growing your team is vital as you make a bigger impact, as the offerings of the organization grew wider, the old brand and website no longer served the bigger vision. As a non-profit, ShoeCrew struggled finding a marketing team capable of meeting their need within a scope they could afford.

The Plan

If the team could find a partner to help strategize their needs ahead of their rebrand, ShoeCrew could leverage their internal resources and have a right-sized development solution perfect for their new identity. They would not only need a solid marketing team, but a Content Management System (CMS) to be put in place so that their own staff could take over ongoing content development.

The Results

Technology Partners was thrilled to get a chance to help out. Our Digital Media team worked with the Executive Director to dream about their new site, assess their team structure and current resources, and blueprint a plan to launch their new site in time with their upcoming brand relaunch. We implemented the site on an easy to use CMS and trained their team on how to use this powerful tool. ShoeCrew now has a beautiful new website to share their story and help their community and donors connect in a whole new way.



“Technology Partners didn’t care that we were a small non-profit, and instead treated us like we were just as important as a large corporation.”

Yolanda DePrater
Executive Director
ShoeCrew Water Projects

38%

of people will stop engaging with a website if the content/layout is unattractive.

-Adobe Statistical study

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