

# Capturing the spirit of an organization and inspiring support

**EquiFriends** is a non-profit organization dedicated to improving the health and quality of the life for children and adults with disabilities through equestrian activities.

## Strategy and Approach

- Developed personae and messaging for the site that let the young riders speak for this youth-serving organization
- Created a multi-level Sponsorship Program to more effectively tap the organization's sponsor base to build the groundwork for a successful and sustaining funding program
- Collaborated with the organization to create a multi-level Membership Program to build broad-based community support
- Created the site to be warm and personal, showing the real faces of young riders and volunteers, and inviting visitors to come to the barn and the open pasture
- Each of the three photos in the header are actually calls-to-action, clickable to the appropriate sponsorship, volunteering or donation pages, so the riders and the volunteers do the ask!
- Streamlined the organization's operations by enabling online registration, donations and transactions

## The Bottom Line

EquiFriends continues to build its community of sponsors, supporters and riders. Its Board is well on its way to achieving its ambitious plan for expanding its facilities and meeting the growing demand for its riding program.

[www.EquiFriends.org](http://www.EquiFriends.org)

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