

A User-Friendly Mobile App for a National Non-Profit



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THE CHALLENGE

An old-school community forum was keeping a national nonprofit from meaningful constituent engagement.

THE SOLUTION

A custom-built mobile app that's user friendly, fun to use, and easy to update!

THE RESULTS

Business now hosts and gains insight from its dynamic virtual community with minimal IT support required.

The whole story...

People are busier and more tech-savvy than ever before. If you want to engage with them – and help them engage with each other – you need to meet them where they are. A national nonprofit knew it needed to overhaul its online forum and modernize its approach to community building. The organization wanted to get to know its constituents online and in the real world.

The priorities were:

- Mobile-friendly web presence
- Implement familiar social media tools (e.g. Like, Comment, Share)
- Engaging content easily updated by non-technical staff

We fulfilled the client's wish list with a cross-platform mobile app built using the pretty and powerful combination of Ionic and Cordova. The Microsoft Azure cloud backend allows real-time communication and flexible scale to meet periods of high demand. We selected Kentico CMS to be the app's content engine because it enables marketing and communications staff to quickly post fresh, relevant content – no technical expertise required.



Engagement is just the first step to learning more about your constituents and what they want. That's why we integrated Microsoft Azure Application Insights to provide unparalleled transparency into how people use the app. MarCom staff use this data to determine where to focus their time and resources to produce high-quality experiences for all stakeholders.

Mind Over Machines' partnership helped this client reimagine constituent engagement and explore new cloud-based capabilities. The nonprofit left its old, static community forum in the dust. Now it leverages modern social interactions to get its new, original content the attention it deserves. All the while, the mobile app's analytics and reporting help the team strategize successful community building now and moving into the future.

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