



# Save the Children

By Icemia

## NOT-FOR-PROFIT / CHARITY

The website for Save the Children enables sharing and differentiating the content, maintaining the organization's identity and is flexible for the web editors. A well balanced website in informing the visitors about Save the Children as well as effectiveness in fundraising.

Conversion increased by

**800%**

## Background

Save the Children is the largest organization worldwide that fights for the rights of children. Around the world, 27,000 Save the Children professionals, of which 85% are in the field offices, protect children in the most vulnerable situations from harm. Save the Children provides help in emergency situations, such as war, natural disasters, and chronic poverty by running programs to save children's lives and challenge world leaders to keep their promises to give children a brighter future. Through their work in 2015, they were able to help 17.5 million children.

## Goals

The most important goal entailed providing a modern website for the Dutch audience that would increase conversion rate so Save the Children could raise more money to help more children worldwide.

Additional objectives:

- Improve visitors' user experience for individuals, policy makers, children, schools, and volunteers
- Increase the amount of enrollments to the newsletter
- Receive more donations
- Easy Content Management for web editors
- Not dropping in SEO ranking with the new website

## Challenges

- Offer personalized and relevant content in a visually appealing style
- Share and differentiate content while maintaining the organization's identity
- Finding a good balance between informing visitors and steering effectiveness in fundraising
- Serving diverse target groups such as individuals, policy makers, schools
- Offer a flexible way of making new pages
- Building various levels in the menu
- Widget-based website (instead of page-type website)
- Tight schedule

## Solution

Icemia converted the web design into a functional and technical concept and implemented both the front end and the back end of the website with Kentico. A responsive, high-quality website has been delivered that addresses all the key objectives of the project and more.

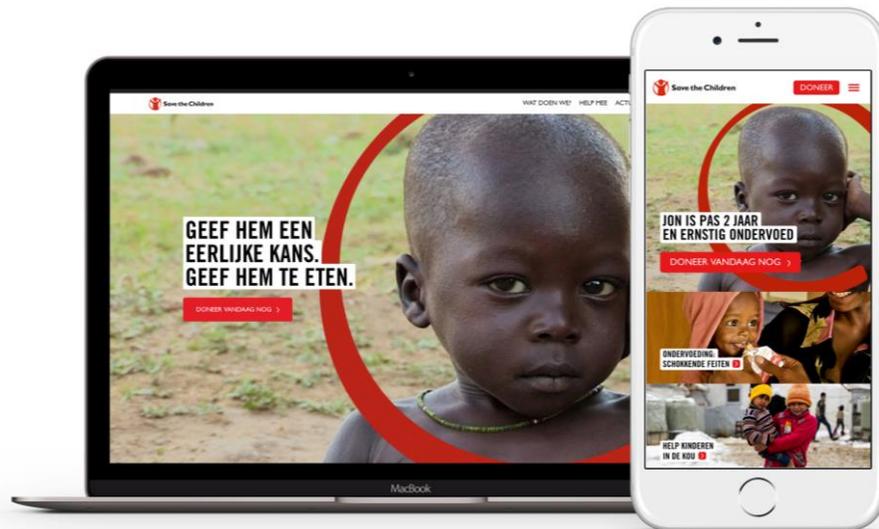
*"Icemia really did an outstanding job in designing a visually appealing and well performing website for Save the Children. The Icemia team understood our desire to have a good balance between informing visitors and effectiveness in fundraising. In a little more than two months this professional partner created a site that succeeds in both goals. The design principle that 'everything starts with the story of a child', gives the children a powerful voice to state what's happening. We are very satisfied with our website, and we invite everyone to take a look: [www.savethechildren.nl](http://www.savethechildren.nl)"*



**Veroniek Bender**  
Project Manager  
Save the Children Netherlands

By making use of the building blocks instead of templates, Save the Children was able to implement content in a flexible way and connect the content to the right target group.

*"The support we received from Kentico was crucial. Because of the excellent help of the Solution Architects at Kentico we could build the website very fast and efficiently"*



**Stephen van Essen**  
Technical director  
Icemedialia

## Results

- Potential sponsors find information on the new website of Save the Children in a user-friendly way with a great website experience.
- The website conversion increased from one percent on the old website to eight percent on the new website (date of measurement is one month after going live on January 27, 2017).
- As a consequence, the amount of donations increased which in turn helped to save more children around the world.
- Good SEO ranking.

## Key Criteria for Choosing Kentico

- Kentico is flexible in creating custom CMS pages due to its building blocks.
- Kentico CMS is strong in structure and flexibility.
- Kentico is user-friendly and intuitive.

## Icemia

Icemia is a full-service digital agency that's been solving marketing challenges for brands since 2000. They are experts in developing web applications and it's their mission to create a new future by making groundbreaking digital platforms that do well and boost business. They combine strategy, creation, design, and development in an agile way of working. They are passionate, pragmatic and believe in the chances that the digital transformation can bring. Digital for a better future!



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