



Helpful Hands
Northeast Regional Early
Intervention Collaborative, Inc.

Helpful Hands

By redesigning their website, WSI helped this non-profit organization substantially increase their referrals and donations.



BACKGROUND

Helpful Hands is a non-profit organization in Northern New Jersey, serving the Bergen, Hudson, and Passaic Counties. Also known as Northeast Regional Early Intervention Collaboratives, Helpful Hands was established in 1993 by the New Jersey Department of Health.

Helpful Hands provides early intervention services for children between birth and 3 years old, who may have disabilities or be developmentally delayed. Their services include developmental intervention, speech, physical or occupational therapies, and other services based on the individual need of the child and family.

Their clients include parents of children with possible issues, healthcare professionals, teachers, or any other individual who may work with children. Helpful Hands' mission is to ensure that all eligible children have the opportunity to reach their fullest potential and be valued in their communities.

Visit: www.nreic.org

CHALLENGES

When Helpful Hands first contacted WSI, the team had numerous challenges they wanted to solve:



Getting Referrals:

Helpful Hands is a non-profit organization that relies on referrals to justify its budget. Their biggest challenge is getting more referrals and donations.



Site Layout & Design:

Their website home page was too cluttered and confusing. The goal was to make their services more accessible to the target audience. The client had strong ideas about layout, and one challenge was meeting their vision.



Website Usability:

Looking at their website, it was not clear who Helpful Hands was and how someone would request help since the website didn't make it easy to contact them. WSI had to review their website from the point of view of their target audience to make it more user-friendly.



"You get it. I told my colleague to work with you on her website update and she didn't and what she got doesn't hold a candle to what you've done. I plan to ask them to take a total look at our digital presence and I'm recommending that they work with you."

Nancy May,
Executive Director, Helpful Hands.

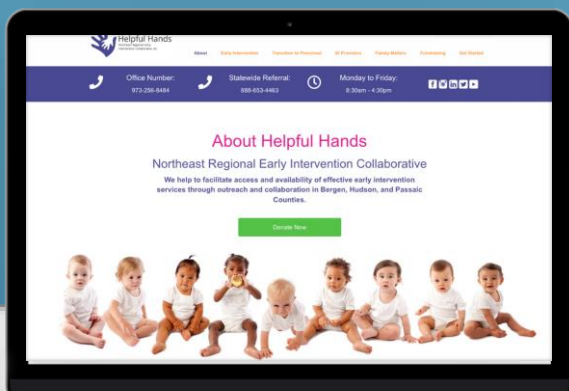
SOLUTION

To overcome the challenges the Helpful Hands website presented, WSI worked with its design team to redesign and develop a new site. Working with the team, they centered the design around Helpful Hands' ideal client persona and updated the content accordingly.

Through this project, WSI was able to improve their website by:

- Creating a new web design that leveraged feedback provided by their headquarters.
- Making the layout less "confusing."
- Making it easy to "refer" and collect donations.
- Removing redundant content

WSI also streamlined the company's referral process and incorporated more diversity across its website images.



RESULTS

With the help of WSI, Helpful Hands started seeing an increase in their website traffic and began capturing more referrals. Here are some of the key results that were achieved:

+20%

Site traffic increased by 20%, leading to more referrals and clients.

+150

Website supports 100-150 referrals on a monthly basis.



Website has been positively received by Helpful Hands HQ and fellow sister organizations.



Increased diversity and representation across website images has improved their public image.

FUTURE PLANS

WSI and Helpful Hands are already planning several additional projects with each other, including adding a web accessibility tool, a statewide branding consistency project, and improving their social presence statewide to support outreach.

Is your organization in need of similar support and results?

Get in touch with WSI today to consult with one our digital marketing experts.

<https://www.simplifytheinternet.com/contact-us/>