

CASE STUDY 03 · NONPROFIT YOUTH DEVELOPMENT

Built the Infrastructure to Support Nonprofit Program Growth

Growth strategy, program registration systems, search visibility, and owned audience infrastructure developed across a multi-year nonprofit engagement.

BUSINESS GROWTH · PROGRAM OPERATIONS · DIGITAL INFRASTRUCTURE · MARKETING SYSTEMS

KPI SNAPSHOT

A youth development nonprofit expanded from a limited digital footprint into a multi-channel growth system supporting discovery, registration, communication, and program participation.

27.7X

Google Search Visibility

+650%

Email Subscriber Growth

+138%

Website Audience Growth

1,488

SMS Subscribers Built From Zero

ROLE

Growth, Operations & Digital Infrastructure Strategy

PROJECT OVERVIEW

Evaluated how the organization used its website, registration tools, email, search, social media, and program campaigns to move families from awareness to participation. Developed and implemented a connected digital infrastructure that improved program discovery, streamlined registration and payment pathways, expanded owned audiences, and created repeatable marketing systems capable of supporting continued nonprofit growth.

DATA NOTE

Metrics compare documented 2022 pre-engagement baselines with 2026 YTD performance. Growth reflects approximately 3.5 years of marketing and digital infrastructure work beginning in January 2023.

CONTEXT

The challenge and the strategic response

The organization had strong community programs and mission-driven leadership, but its digital systems were still developing. Growth required clearer user pathways, stronger registration infrastructure, broader search visibility, and direct communication channels that could scale with expanding programs.

PROBLEM

Limited digital visibility

Website traffic and search reach were modest, while the site needed clearer structure and more content designed to attract families and community stakeholders.

Registration friction

Program pages and registration processes needed clearer action paths, integrated payment, and more reliable confirmation workflows.

Small owned audience

The organization began with a limited email database and no SMS infrastructure for direct communication with families.

Campaigns lacked a repeatable system

Programs required coordinated website, email, social, and paid-ad execution, while volunteer capacity made consistency difficult.

STRATEGIC RESPONSE

● Built a search and content foundation

Restructured website pathways, added blog content, strengthened SEO, and continued optimizing high-value pages to increase discovery and mission visibility.

● Created registration and payment workflows

Built program pages, registration forms, payment pathways, automated confirmations, and later returned registration to Wix Bookings to ensure staff received completed paid

● Built owned audience channels

Implemented segmented email marketing, welcome automation, subscriber capture, and SMS communication to create durable direct-response channels independent of

● Created a repeatable campaign model

Developed program marketing workflows connecting webpages, registration, campaign emails, social content, paid acquisition, and ongoing performance review.

WHAT WAS BUILT

A connected growth system linking program discovery, registration, communication, and audience development

→ Website Architecture & Conversion Paths

Restructured navigation, homepage calls to action, program pages, mission content, and key pathways so visitors could understand YEDA and move toward participation.

→ Email & Welcome Automation

Implemented segmented email marketing, subscriber capture, automated welcome communication, newsletters, and program-specific campaigns.

→ Paid Campaign & Social Acquisition

Built coordinated paid campaigns and social content that directed families to program pages, events, and registration opportunities.

→ Program Registration & Payment

Created registration forms, payment connections, confirmations, and booking workflows designed to reduce incomplete registrations and administrative follow-up.

→ SEO, Blog & Search Infrastructure

Added educational blog content, improved search-focused site structure, and later optimized priority content for traditional, AEO, and GEO discovery.

→ SMS & Direct Communication

Introduced SMS as a new owned communication channel for timely program and event updates, growing it into a substantial direct audience.

BUSINESS IMPACT

What changed as the growth infrastructure matured

Across the multi-year engagement, YEDA built a much larger digital footprint, stronger direct communication channels, and more structured pathways for moving families from discovery to registration. The result was a more scalable foundation for program promotion, participation, and community visibility.

9.5

Average Google Search
Position

6.4X

Facebook View Growth

+347%

Instagram Reach Growth

3,437

Email + SMS Audience

OPERATIONAL OUTCOMES

01 Search became a durable discovery channel

Google search visibility expanded from 3,500 impressions in 2022 to 96,900 from January through August 2026, while average position improved from 18.9 to 9.5.

02 Owned audiences became a core organizational asset

Email subscribers grew from 260 at the end of 2022 to 1,949 by August 2026, while a new SMS channel grew from zero to 1,488 subscribers.

03 Registration and communication became more structured

Program pages, payment pathways, automated confirmations, segmented email, SMS, and Wix Bookings created clearer participation workflows and reduced incomplete registration handling.

04 The digital presence matured with the organization

The website attracted 5,722 unique visitors in the first eight months of 2026 versus 2,400 during all of 2022, while content, mission pages, program architecture, and reporting continued to evolve.

**WHAT THIS PROJECT
DEMONSTRATES**

Business Growth Strategy · Program Operations · Digital Infrastructure & Systems · User Pathways & Service Experience · Marketing Systems · SEO & Content Strategy · Email & SMS Infrastructure