

# JDRF

## (Formerly Junior Diabetes Research Foundation) Engaging The Local Community Through Brand Marketing

### KEY SOLUTIONS

- Online Branding
- Website Re-design

### KEY DELIVERABLES

- Online Brand Elements
- Website - Visual Design
- Website - Programming

### The Fight Against Diabetes

The JDRF is committed to the fight against type 1 diabetes (T1D). They have been fighting this condition since 1970 and have become the largest charitable supporter of the cause worldwide.

This organization understands the importance of local chapters to help educate the public and galvanize support for the cause. They say "It Takes a Village" and the JDRF of Northeast Ohio is what organizes and provides the platform for this "village" to support T1D research.

Westminster was chosen to partner with the JDRF because of our experience building websites that engage the public and that can easily be maintained by the administrators.

### Involving The Community

The best way to bring the community together to support their cause is to run event based campaigns. Galas, marathons/races, holiday parties and golfing classics are great ways to bring attention to the cause in settings that can attract the people of their community.

A key to a successful event is to target specific audiences to maximize results. For example, golfing events can be effective for seeking corporate sponsors while Halloween parties are great for parents and kids to come in together for eating workshops.

One of the main goals for the website was to make sure that visitors are exposed to upcoming events and could easily learn more. Each event is marketed differently through local partnerships, social media and traditional mediums like advertising. The website should allow visitors to find what they are looking for quickly and not be a roadblock.

## The Website

www.jdrfneo.org

The screenshot shows the homepage of the JDRF Northeast Ohio Chapter website. The header includes the JDRF logo with the tagline "IMPROVING LIVES. CURING TYPE 1 DIABETES.", the chapter name "NORTHEAST OHIO CHAPTER", and a photo of a family with the text "BECOME A PART OF OUR COMMUNITY!". Social media icons for Facebook, Twitter, YouTube, LinkedIn, and RSS are also present. A navigation menu includes links for HOME, ABOUT, BLOG, EVENTS, LIFE WITH DIABETES, and CONTACT, along with a search bar.

The main content area features a large banner for the "26th Annual JDRF Golf Classic" with the text "Tee up for a cure for type 1 diabetes!". Below this are three columns: "DREAM GALA" (Save the date for the 2012 Dream Gala and help us reach our goal of \$380,000 for T1D research), "GOLF CLASSIC" (Join us for a beautiful day out on the course and raise money for T1D research), and "LIKE US ON FACEBOOK" (Share information and ideas about living with type 1). To the right is a "QUICK LINKS" section with buttons for Dream Gala, Research Updates, Family Support Information, JDRF NEO Blog, and Newly Diagnosed Support.

Below the banner is a "PLEASE DONATE TO JDRF" section with a "Donate Now" button, and a "VOLUNTEERS NEEDED!" section with a "Get Started" button. The footer includes "LATEST FROM JDRF" (with a list of articles), a "FACEBOOK" section (with a link to the Facebook page), and an "EVENT CALENDAR" section (with a calendar for May 2012).

"Amanda, Jack, and the Westminster team spent the time to learn about our charity work and the people that we support in order to capture our mission in the design of our website. They are a terrifically talented group who were a pleasure to work with through every stage from design through implementation."

– Michael Fisher, JDRF

### LOCAL CHAPTER

The screenshot shows a content page on the JDRF Northeast Ohio Chapter website. The header features the JDRF logo, the tagline "Who's your #1?", and a navigation menu with links for Research, For Scientists, Get Involved, Locations, Life With Diabetes, Publications, Advocacy, About JDRF, and Donate. A search bar and social media sharing options are also visible.

The main content area includes a "Learn More" section for the "Northeast Ohio Chapter" and a "Welcome to the JDRF Northeast Ohio Chapter & Akron/Canton Branch" message. A prominent message reads "Please visit our new website at jdrfneo.org". Below this is contact information for the "Juvenile Diabetes Research Foundation Northeast Ohio Chapter": 6100 Rockside Woods Blvd, Suite 445 Independence, OH 44131, (P) 216.524.6000 (F) 216.328.8340 (E) northeastohio@jdrf.org.

A photo of a group of people is accompanied by the text: "With your help, we are moving research from the laboratory bench to the patient's bedside, translating scientific advances into longer, healthier lives for those with diabetes. With your help, we are moving closer to our goal ... a cure for diabetes and its complications." Below the photo is the name "Mary Tyler Moore, International Chairman".

The footer contains a "Donate to JDRF" button and links for Privacy Policy, About JDRF, Careers, Contact Us, and copyright © 2012 JDRF.

### NATIONAL CHAPTER

We wanted to tell a story of optimism, hope and thriving against adversity for the Northeast Ohio Chapter. Our color selection was chosen to invoke a clear blue sky and we used greens and oranges as a metaphor for life and the promise of a brighter future.

Another goal was to use images to communicate main objectives. Pictures of children living with T1D and their families are used in the header to remind the community that it could affect anybody and those that have it can still thrive. The homepage hero graphics are primarily used to drive people to the events so they can participate through attending or volunteering.

Other important features we built for the website included; a blog, event splash pages, a resource center (Life With Diabetes) and social tools like Facebook, Twitter, Flickr and Google Calendars for the community to join the conversation.

## The Result

A common challenge among all nonprofits is to not only gain community support but also to maintain it. That's the challenge the JDRF faces across the nation and in the Northeast chapter. They have chosen to take this challenge head on and use their website to efficiently communicate to the community and lead them in the fight against T1 Diabetes everyday

## ABOUT WESTMINSTER PROMOTIONS

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