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CASE STUDY: GIVE A LITTLE

Give a Little, How Your Small Donations Can Transform Our World, is a new book by Author Wendy Smith. With a book launch of November 1, 2009 at major booksellers across the country, with incredible press before it was available, it was important that her website not only was launched in a timely manner, but that it reflected her mission and vision to promote incredible organizations changing the world using small donations coming from regular people.

How did I do this?

It started not only with meeting Wendy, but reading her book. It truly was the best way to understand what she was trying to do.

What was created.

Using incredible images from the book itself, the website was created. Each section uses imagery to help tell the engaging stories of how people are making a difference, plus the lives that are being affected. Using many of today's technologies that can be maintained by clients, we connected the site to twitter, facebook and a blog that the author herself maintains. A bug (or mark) was created to help promote give a little. The idea was that when you see the bug, it would eventually become it's own symbol for giving. In the book the author talks about the "ripple affect". How small donations create big impacts through their rippling benefits. This bug was used as part of the navigation and appears currently in the twitter feed.



▶ to view the website go to www.givealittlenow.com/index2.html