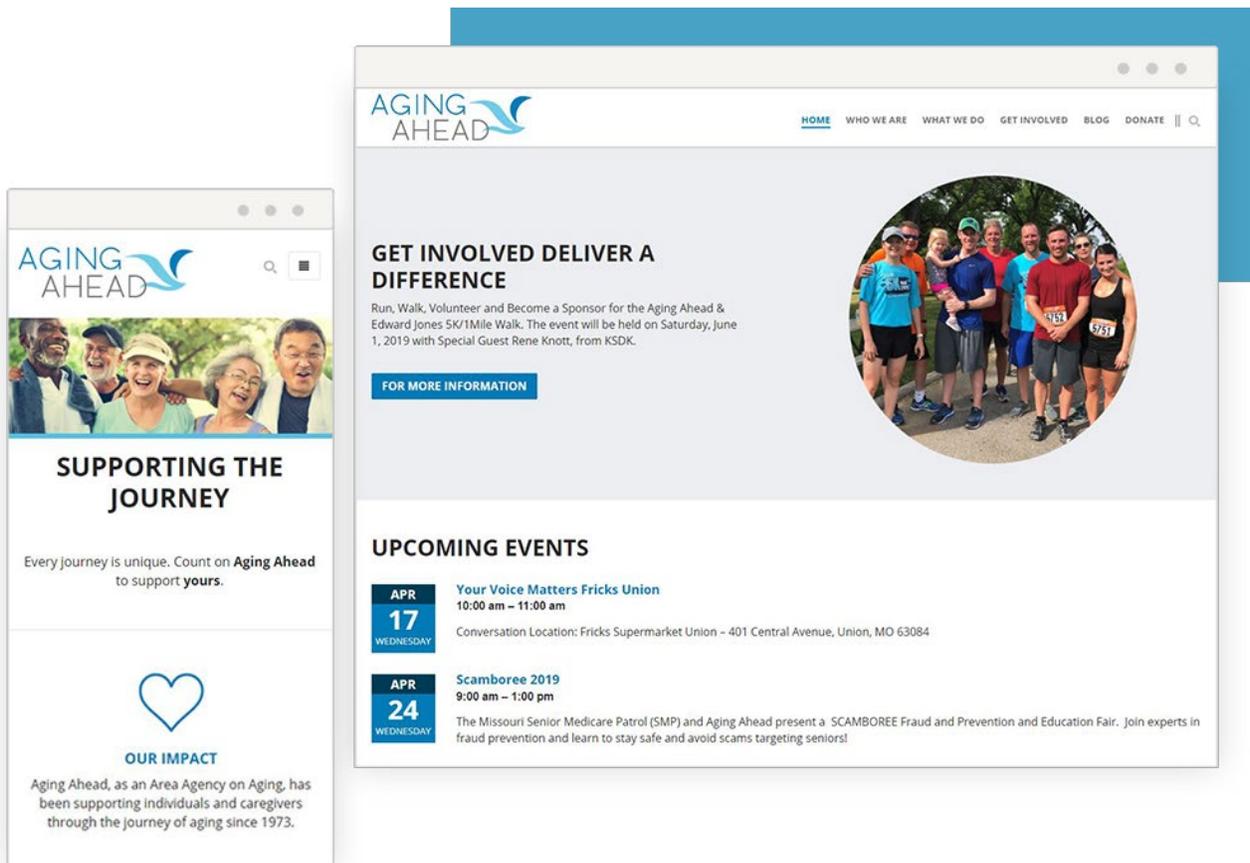


A photograph of three elderly people laughing joyfully. On the left is a Black man with a grey beard, wearing a white shirt and a grey towel draped over his shoulders. In the center is a white man with a grey beard, wearing a dark cap and a dark shirt. On the right is a white woman with short hair, wearing a light-colored cap and a light-colored shirt. The background is a blurred outdoor setting. The entire image is overlaid with a semi-transparent blue filter.

# How Aging Ahead Powers Their Brand & Programs with a Wired Impact Website

## Nonprofits that directly provide and coordinate social services in their communities face a difficult task when it comes to web design: there's so much to say.

With multiple locations and long lists of programs, it can be frustrating for the public to find what they need and for staff to keep on top of content. For Aging Ahead, using Wired Impact's website platform and working with our team gave them the technology and guidance they needed to reorganize and refresh their look.



Our website is everything we hoped for and we couldn't be more proud of it. Through the platform and the team at Wired Impact, we now have a place where it's easy for people to find help.

– JAN KEITH  
DIRECTOR OF COMMUNITY ENGAGEMENT, AGING AHEAD

# Aging Ahead—At a Glance



The mission of Aging Ahead is to support individuals through the journey of aging. As one of several Area Agencies on Aging in Missouri, the organization provides and counsels on services like Meals on Wheels and senior housing. The team also helps with people with aging-related questions about critical services, caregiving and assistance.



21 Senior Center Locations  
Across 4 Counties



Serving 2,900 Daily Meals in  
Local Communities



Helping 1,000+ People Find  
Services Every Month

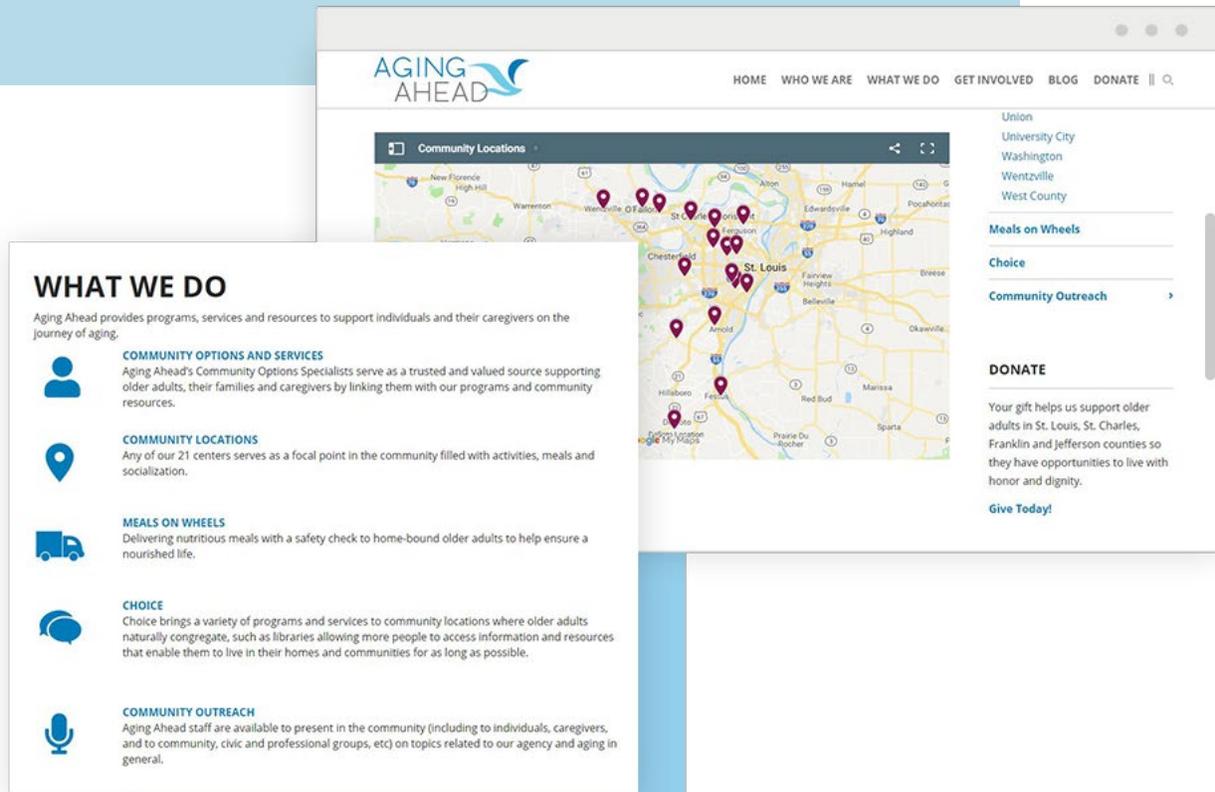
## The Challenge

Having just completed a rebrand, Aging Ahead saw their existing website as the final, critical component to move their marketing forward. Jan Keith, the Director of Community Engagement, wanted to make sure that all of their information was concise, consistent and presented in a way that reflected their new direction—from the overall voice down to the colors.

With so many programs and services, the organization had heard from their community that it was hard to find the right information and know what to do once they found it. And while the staff has a lot of passion for sharing their work, they recognized that they needed a hands-on partner to help them follow best practices and keep the website project on track.

Websites aren't what we do, it's not our field. So having nonprofit industry experts around to guide us helped drive us toward our goal. We could bring our strengths to the table and work together with Wired Impact with a lot of compassion and team spirit.

– JAN KEITH  
DIRECTOR OF COMMUNITY ENGAGEMENT, AGING AHEAD



## Our Approach

From the get-go, Jan remembers being impressed by the honesty of conversations with David, one of Wired Impact's partners, who helped them understand what the website platform could and couldn't do and what was included in the **monthly pricing**. ("The fiscal department likes the easy and affordable billing process," notes Jan.)

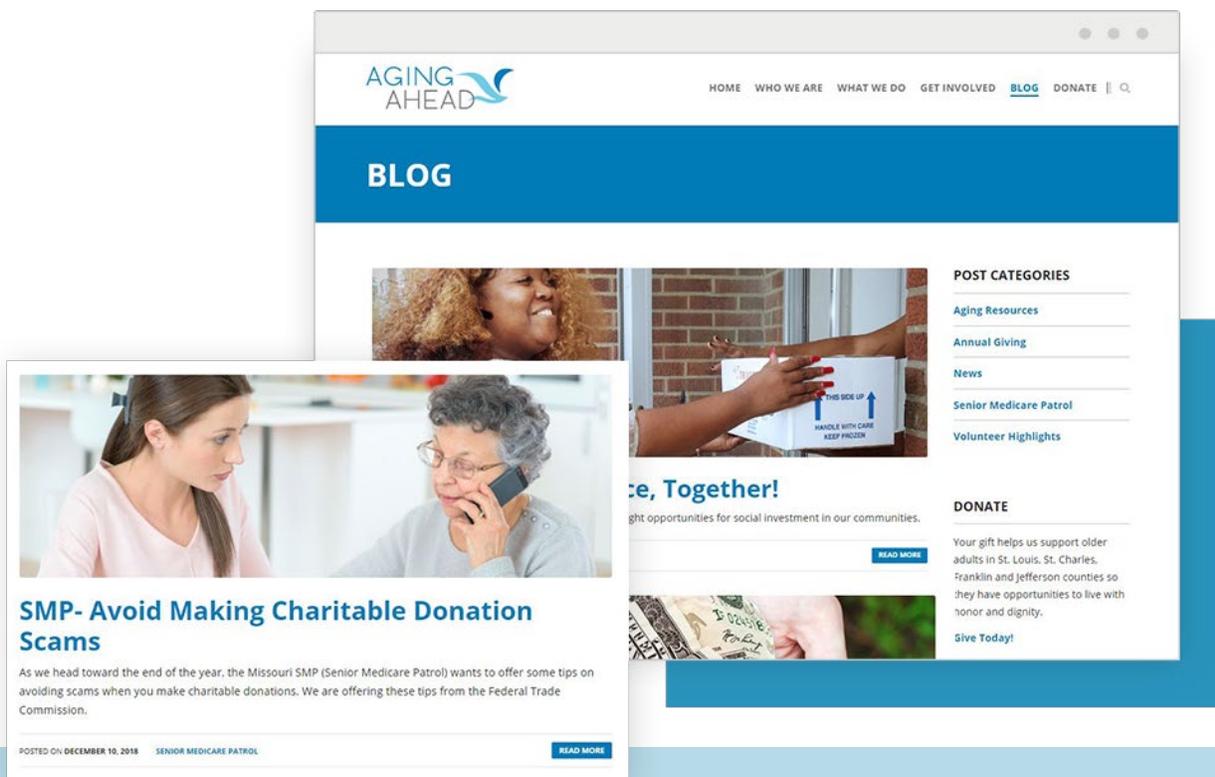
But most of all, she appreciated having the customer service from their project manager, Allyson. "I certainly noticed how great it was to have one point person to answer questions and gather content and design feedback from the Wired Impact team. Having that responsive, single point of contact was really helpful for us."

# Lasting Results

Months after the launch of their new website, Aging Ahead is still hearing from community members who are thrilled with the change and think the organization “knocked it out of the park.” A new online form to request assistance has been popular from the start—enabling people to reach out without the barrier of having to make a phone call.

The flexibility of the [online donation system](#) has opened up new possibilities, like the addition of a monthly giving option. According to Jan, “I couldn’t have imagined how much people would be interested in monthly giving. We’ve set up a new program for it that allows people to give by location, too.”

She was also pleasantly surprised by how much they use and enjoy their [blog](#). As with many nonprofits, the idea of blogging seemed intimidating and time consuming. Now they post regularly and make the most of the content by using it in newsletters and other online and print pieces. Despite the initial skepticism, Jan is delighted with the new tool.



The blog has been great. It was a world we needed to get into. As a social service agency, we know we’re doing good work but didn’t know how to get it out there. **With Wired Impact, we learned the value of that and how to do it.**

– JAN KEITH  
DIRECTOR OF COMMUNITY ENGAGEMENT, AGING AHEAD

# Looking Ahead

With a fresh website powering their brand and programs, Aging Ahead can focus more of their energy on serving a growing population. By 2030, more than 70 million Americans will be 65 and older, twice the number in 2000. Among those 65 and older, 1 in 4 live alone and nearly 9 million face the threat of hunger.

To help meet this need, Aging Ahead is involving more volunteers and supporters in their work in hopes of raising additional funds and helping seniors connect to their neighbors and each other. A revamped Adopt-a-Route program is pairing local companies with mid-day meal deliveries, and the annual Miles for Meals run/walk continues to support their mission as well as spread the word about programs and services.

The flexibility that the platform offers means that their website can now grow along with them.

Visit the [Aging Ahead website](#) to learn more about what they do and how to get involved. We're proud to support them as they support the journey of others.

## Get Started With a Wired Impact Website

Curious if our [website platform](#) is right for your nonprofit? Our team has worked with a wide range of missions: from social services and religious organizations to charities working in health and education. We're happy to answer your questions and give you a guided tour!

LET'S TALK