**SMART Project**

**Background**

The Mass General Development Office manages several web properties that in total receive 100,000 unique visitors a year. The sites include the Development Office web site (www.massgeneral.org/give), the Campaign for the Third Century web site and sites for the Marathon Team, Mass General Magazine, the one hundred, several event-related sites, such as for the Storybook Ball, and numerous peer-to-peer fundraising campaign sites.

The Development Office manages these sites through several disparate web publishing tools including BlackBaud NetCommunity, TeamSite and WordPress and currently maintains several independent content libraries and visual identities to support the sites. Managing multiple applications and properties is also proving for the department to appropriately staff.

The Development Office also knows that its web sites are not highly accessible to search engines and that traffic sourced from search is below industry indicators. In addition the Development Office has observed increased bounce rates and from drop offs on mobile devices and knows it is not providing an optimal user experience for all its visitors.

**Project Goal**

The goal of the SMART project is to create a new website for the development office that combines its existing web properties into a single, cohesive web site with a compelling user experience that drives donations and provides relevant and easy to find information that is highly accessible.

The project also aims to create an application framework that leverages open technology (WordPress) and common programming libraries (plug ins) to allow de-centralized content production and allow for a managed workflow to support web site production needs in support of the departments business objectives.

**Key Goals**

* Highly search optimized and accessible
* Engaging, uniform design
* Clear organization and hierarchy
* Drives giving and engagement
* Responsive/device adaptable
* Single unified visual identify
* Easy to update/administer

**Guiding Principles**

* Meet Mass General standards for excellence
* Drive revenue
* Drive lead generation
* Make use of MGH Development sourced content
* Feature video
* Facilitate sharing
* Facilitate content discovery
* Support future growth and provide scalability
* Follow a user-centric model focusing on target audiences
* Provide a fully reposonsive user experience

**Project Team**

* Michele Gagne – Project Sponsor/IS Business Unit Lead
* Noam Reuveni – Project Lead/Strategy and Technical Architecture
* Mathias Faux – Project Lead/Strategy and Project Management
* Peter Martin – WordPress Development
* Scarlett Coley – Design/User Experience
* Joey O’Driscoll – Front End Development
* Robert Tomsho – Content Strategy and Content Development/Communications Business Unit Lead

**Client Team**

* Jim Thompson, Vice President for Development, and Development Office Senior Managing Directors
* Development Office business unit directors and designated project leads

**Strategy**

**Audience**

* Priority audience: Potential donors to Mass General
* Secondary audiences: Existing donors to Mass General and Mass General Patients
* Tertiary audiences: Philanthropic minded internet users; general public

**Goals**

* Key calls to action:
  + *Donate*
  + *Sign up*
  + *Share*
  + *Contact*

**Guidelines**

* Comply with Mass General online brand
* Comply with Mass General editorial guidelines
* Comply with Mass General user experience standards
* Effectively link to content on massgeneral.org a
* Provide a cohesive destination for inbound links from massgeneral.org
* Provide a return path for massgeneral.org visitors

**Online Strategy**

The web site will provide a compelling user experience that drives donations and provides relevant and easy to find information that is highly accessible. All content will be optimized for search and social media integration with the goal of providing what a user is looking through high-availability/accessible content as well as facilitate the sharing and remarketing of content.

**Content Strategy**

Content should serve to inform donors of the amazing developments at Mass General. Whether a news article, event listing or direct appeal, it should reinforce the user feeling that Mass General is the best investment of their philanthropic resources and that they should make a gift. Users should also trust the content and find it compelling enough to share.

**Technical requirements**

* Site will be built in the Word Press CMS
* Application will be hosted through Amazon AWS
* URL: <http://give.massgeneral.org> (+redirect from massgeneral.org/give)
* Design: Responsive layout
* Use of Custom theme
* Use of Custom post types
* Manage production workflow
* Leverage CDN
* Internal messaging
* Auto-Scale architecture
* Extensible for future phases
* Open graph integration
* Event management