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Case Study

WORLD BICYCLE RELIEF®

BLUE STATE

dxdy

Industry
Non-Profit

Site
worldbicyclerelief.org

Challenge
Address geolocation needs for World Bicycle Relief so that each of the nonprofit's global fundraising offices could drive higher local engagement.

Solution
WP Engine GeoTarget

Results
World Bicycle Relief has launched a redesigned, global website that is positioned to drive more donations and engagement around the world.

Adding personalization to a non-profit website.

Digital agencies Blue State and DxDY worked with WP Engine to relaunch the global website for World Bicycle Relief and enable it with geolocation capabilities.

World Bicycle Relief mobilizes people through the power of bicycles. To date, they've designed and distributed almost 500,000 life-changing bicycles to students, health workers, and entrepreneurs in 20 countries around the world.

The challenge.

Imagine if what stood between you and a quality education was a 7-mile walk to school through rough terrain. Imagine running that distance instead of walking because it kept you safer. This is the reality for millions of children, including more than 600 million living in rural areas of developing countries. But with a bicycle, everything changes. World Bicycle Relief mobilizes people through the power of bicycles. To date, they've designed and distributed almost 500,000 life-changing bicycles to students, health workers, and entrepreneurs in 20 countries around the world. The impact is immediate: More students graduate. More goods are transported in less time. More healthcare workers see more patients. The bike is a powerful economic engine that helps communities thrive.

Like any nonprofit, World Bicycle Relief is dependent on donations as well as engagement from the local communities where its various global offices are located. Today WBR is a truly global organization, with offices in North and South America, Europe, Africa, Asia, and Australia, distribution centers in multiple countries, and a large base of worldwide supporters. In order to enhance efforts across all of these locations, the WBR team decided to undertake a website refresh and add geolocation functionality to their site that would serve up localized content based on a user's IP address.

The geolocation business needs for WBR were threefold: they needed to personalize the experience on their website for a worldwide audience, they needed to enhance

"We are a global organization with supporters, fundraisers, and donors around the world. We need to offer them the most relevant content, the most trusted fundraising platform, and the proper currency for donating so each one feels like an integral part of our community. When every extra dollar, euro, or franc helps bring mobility to someone in need, a higher conversion rate can literally change lives."

Kelly Marburger,
*Digital Marketing Manager
at World Bicycle Relief*

the presence of their global offices so users would be able to appropriately engage with the fundraising office closest to them, and they wanted the geolocation solution to be easy to maintain for their site administrators.

The solution.

For help with the website's creative refresh, WBR engaged Blue State, a full-service digital agency that specializes in online fundraising, advocacy, social networking, and constituency development. WBR engaged DxDy and WP Engine to execute the technology.

"For several years, a primary focus of DxDy's business has been building geolocation-powered, multilingual digital experiences for not profit communities," said Nishan Mills, Chief Executive Officer at DxDy. "The robustness and tooling nuance provided by WP Engine's Digital Experience Platform helped ensure we were able to relaunch the World Bicycle Relief site with these key features ahead of the critical end of year fundraising period."

With all the players assembled, the refresh project got underway, and within three months, the new WBR site was ready to launch. Because it was equipped with WP Engine GeoTarget, the new site gained the functionality to make use of an abstracted function that derives geotargeting information such as HTTP_GEOIP_COUNTRY_CODE, HTTP_GEOIP_REGION from the PHP geotargeting environment variables provided by WP Engine's Digital Experience Platform.

The results.

With the new site up and running, WBR has been able to accomplish the following:

- Customize the navigation menu and footer
- Deliver a geo-specific email and donation flow
- Give global offices the ability to contextualize their own imagery and content for modules and galleries
- Provide tools for global offices to customize CTAs and impact statistics
- Offer the ability to customize legal language and disclaimers
- Deliver lighter weight pages to low bandwidth areas

With all of the above improvements in place, WBR has been able to enhance the online experience for all of its supporters around the world, putting the organization on a path to raise both awareness and funding for the organization's mission.

Sam Zimmerman, VP of Global Project Management at Blue State reflected on the project saying, "Time and again, WP Engine helps us help clients with ease of use, integrated performance and security tools, and great support. Going into each project, we know we'll able to quickly identify the right plan for mix of tools needed, set up the environment, open up access to our development partners (and easily

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monitor things like performance and plugin usage using WP Engine tools), and then hand it all off to the client and know that they'll have solid management tools and support going forward."

About WP Engine.

WP Engine is the world's leading WordPress digital experience platform that gives companies of all sizes the agility, performance, intelligence, and integrations they need to drive their business forward faster. Founded in 2010, WP Engine is headquartered in Austin, Texas, and has offices in San Francisco, California; San Antonio, Texas; London, England; Limerick, Ireland, and Brisbane, Australia.