

# DARE2TRI – Creating a digital space to inform, engage, and activate a passionate audience.

## THE CLIENT

Dare2tri is an Illinois-based 501(c)3 not-for-profit organization with the mission to enhance the lives of individuals with physical disabilities and visual impairments by building confidence, community, health and wellness through swimming, biking, and running.

## THE CHALLENGE

Inspire. Active. Dynamic. All words that Dare2tri uses to describe its organization. However, its digital presence was anything but. It suffered from long load times, non-accessible content, and difficult to maintain web pages. All of which contributed to a web presence that did not reflect Dare2tri's immensely important work.

## THE SOLUTION

Our team worked with Dare2tri to completely reimagine the way it told its story. We designed a modular, WordPress-based website that better suited its audience. The new digital destination spotlighted the individuals at the heart of Dare2tri's missions and helped athletes, volunteers, and donors connect more closely with the organization. Lastly, we built and integrated a donation flow powered by Neon to help D2T raise funding.

### LAUNCH

2020

### LIVE VIEW

[dare2tri.org](https://dare2tri.org)

### SERVICES

- Strategy & Exploration
- User Experience Design
- User Interface Design
- WordPress Development

### HIGHLIGHTS

- WCAG Compliant
- Custom Donation Forms
- 0.8s Initial Page Load Time
- 100+ Pages/Posts Created

