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Local non-profit completes 'entire revamp' of website

Melissa Sandford
News Staff Writer

GARDNER — In hope of placing important information at its clientele's fingertips by reconstructing the accessibility level of its online presence, local non-profit RCAP Solutions recently turned to Discovery Communications Group of Salem, N.H. for help.

"We came to the decision that we needed to do an entire revamp of our website quite some time ago. As far back as two years," said Chief Communications Officer Maegen McCaffrey.

"The original design was created for one of our major programs. Over time, it evolved and was used by the entire organization. It took on a life of its own. It was more than the website could handle. It needed a complete overhaul."

Before placing the project out to bid locally in New England, Ms. McCaffrey said internal meetings were held to ensure the positive aspects of the original site were carried forward.

"We didn't want to throw the baby out with the bath water. The programs we offer are so diverse, with different needs, which makes it hard to market. We wanted to make sure our management teams had input," she continued.

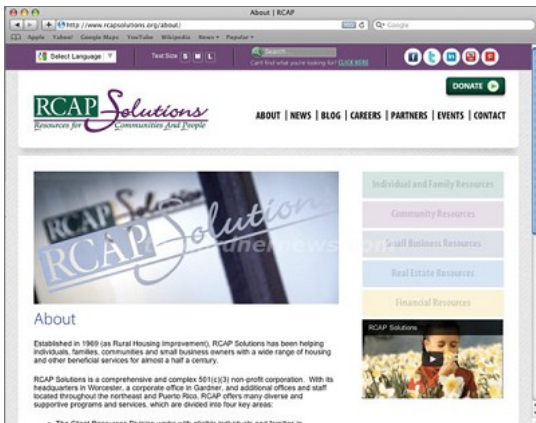
The end result, according to Ms. McCaffrey, is an online home for the organization that is both aesthetic and functional. The new site presents a range of resources in an attractive and easy-to-access format, she said.

"We really had our clients in mind. People can now find the basic information they need. As our official online portal, (the new site) actually reflects the depth and breadth of our services."

Based out of Gardner and Worcester, RCAP Solutions offers a wide range of supportive resources for individuals, families, communities, and small businesses.

Homelessness prevention, rental assistance, asset management, educational courses, training events, and micro finance loans are amongst the non-profit's many offerings.

For additional information, visit www.rcapsolutions.org.



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A screenshot of the RCAP Solutions recently revamped website.