

SUCCESS STORY

▶▶▶ LINKING MEMBERS THROUGH INNOVATIVE WEB DESIGN

PROBLEM

The Bloomer Rod and Gun Club is a non-profit club managed by a volunteer board. The board members change every two years with new elections held annually. With no permanent central control it was difficult for the club membership of 600+ to keep informed of events and activities available with their membership. There was no permanent point of contact for news, events and information. The main information tool used was a monthly newsletter that was often published prior to the submission of event details. The one-page newsletter also had limited space available so items such as Range Rules or Calendar of Events were usually omitted or only published once.

SOLUTION

Applied Data Consultant, Inc. (ADC) created a content managed website for the Rod and Gun to provide a source of up-to-date information for the members. This site includes all the membership details so that it does not matter what time of the year a new member joins, they have access to all relevant information about the facilities.

An event calendar was integrated into the website along with the member option of receiving automatic email notifications of upcoming events. The photo gallery allows new and old members alike a chance to view a sampling of the club activities and gives them an opportunity to share their own outdoor sports' activities with other members.

All board members are listed and have email addresses available so that if a member has any questions, a solution just a mouse click away.

ADC also helped the Rod and Gun submit a location correction to Google and integrated a map so that there are no problems finding the rural location of the club house.

ADC provided content management training and provides site analysis reports to help the club track the value of their pages for the different activities available throughout the year.

RESULTS

Membership participation in club activities has nearly doubled and the website has drawn new members from as far away as adjacent states. Existing members have embraced the availability of newsletters online along with the website as a source of current available volunteer and community involvement projects.

“The new Rod & Gun website designed by Applied Data Consultants has been a tremendous asset to the club in just the short time it has gone live. We have decreased our mailing costs for the monthly newsletter with the online and email options available and at our most recent Outdoor 3-D archery shoot we increased participation by 25%.”

Clem Goettl
Board Member
Bloomer Rod & Gun Club



APPLIED DATA CONSULTANTS

Charlottesville, VA | Denver, CO | Eau Claire, WI | Milwaukee, WI | Omaha, NE | San Francisco, CA
2985 58th St. | Eau Claire, WI 54703 | [p] 715.874.4397 [f] 715.874.4387 | 1.888.933.6447
www.applieddataconsultants.com | www.adc4web.com | www.eliteextra.com