

DIGITAL TRANSFORMATION & COMMUNITY ENGAGEMENT

GPD Creative Agency partnered with the Cincinnati NAACP to modernize its digital presence, strengthen community engagement, and create new pathways for membership growth, fundraising, and advocacy.

OBJECTIVES

The Cincinnati NAACP needed a modern, user-friendly website that could support online donations, membership management, event promotion, and community action. The organization sought a scalable solution that would strengthen its digital infrastructure while amplifying its mission and impact.

RESULTS

- Increased Donations | Generated more than \$150,000 in online donations within the first month of launching the new website.
- Membership Growth | Increased membership sales by 265% compared to the previous year.
- Organizational Capacity | Supported growth that enabled the organization to add a full-time administrative staff member to its primarily volunteer-led team.
- Digital Transformation | Established a sustainable digital platform capable of supporting fundraising, membership management, community engagement, and organizational growth.

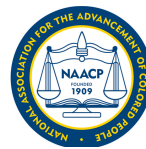
AT A GLANCE

Challenges

- Limited website functionality
- No online donation infrastructure
- Membership management limitations
- Inconsistent brand experience
- Small volunteer-based staff

Benefits

- Increased fundraising capacity
- Significant membership growth
- Enhanced user experience
- Stronger brand positioning
- Scalable digital infrastructure



CINCINNATI NAACP

SOLUTIONS

01

Developed and launched a new website with integrated online donation capabilities and membership functionality.

02

Created a strategic campaign message designed to engage multiple audiences and encourage action through donations, memberships, advocacy, and event participation.

03

Implemented clear calls-to-action and optimized user pathways to increase conversions and improve the user experience.

04

Accelerated project delivery to launch ahead of schedule during a critical period of heightened public engagement and community activism.