

A place women with diabetes can turn to for support

Sharing stories for a nonprofit to promote sisterhood and community

DiabetesSisters

DiabetesSisters is a nonprofit organization that helps women of all ages with any type of diabetes live healthier lives through education and support services. Managed by women living with diabetes, the organization provides emotional and peer support as vital opportunities to maintain general well-being.



A healthy need

DiabetesSisters was seeking to enhance their current website with a web solution that would simply and structurally showcase stories of individual women with diabetes. The organization had been collecting blog posts from women for many years—feeling that this approach was losing its impact, they wanted a microsite dedicated to showcasing their stories. At the same time, they wanted the microsite to strengthen their online presence, drive traffic, and nurture a deeper connection with their members.

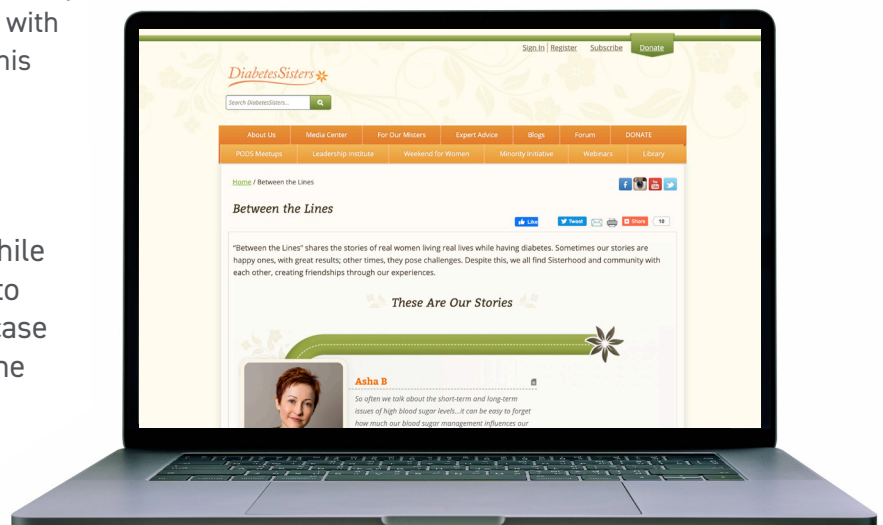
Having partnered with StayWell in the past on a variety of other projects, DiabetesSisters sought to work with the company on the development and launch of this digital solution.

The StayWell team always listened and responded to us. Always. For their teamwork, workmanship, and deliverables, we'd recommend them to anyone.

– Anna Norton, chief executive officer at DiabetesSisters

A rewarding solution

DiabetesSisters openly shared their vision while StayWell intently listened with the objective to deliver custom web design that would showcase their members' stories. StayWell then built the microsite using components compatible with DiabetesSisters' content management system, Drupal, to allow for easy self-service content additions and updates.



StayWell designed and coded the interface in-house, using the most up-to-date web development technology, to reflect diabetesisters.org's branding. The microsite was also developed with a navigation and layout that would ensure a consistent user experience from page to page.

Upon launching the resulting DiabetesSisters' Between the Lines microsite, StayWell configured it for the organization's team to administer it, and provided training on how to do so. These activities ensured a seamless transition for the nonprofit to manage the site on their own.

Healthy returns

Throughout the project, StayWell enriched an already-strong relationship with DiabetesSisters by providing ongoing support and aligning with their mission. The nonprofit found that sharing their vision, voicing their needs, and reinforcing their brand were ways to ensure the microsite would be a success.

The organization also shares highlights featured on Between the Lines in their e-newsletter and social media. In the e-newsletter, the articles are consistently the most clicked out of all of the stories; and in their social media, the posts are highly engaged with.

- The effectiveness of these practices has been evident since the microsite's launch, as it has shown a:

28%

increase in the duration of visitor sessions

16%

increase in the number of pages viewed during each visit



Consistent ranking among the organization's "top posts for the week"



Honorable mention in the 2019 Hermes Creative Awards for its quality design



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