

# REVOLUTIONIZING NONPROFIT SUPPORT: THE JOURNEY OF THE WRIGHT GROUP NY

## The Background

In the vibrant landscape of New York's government relations firms, The Wright Group NY (TWG) stands tall, earning its place among the top 10. Unlike many others, TWG has carved its niche by exclusively serving the funding and program support needs of New York State nonprofit organizations. With a commitment to empowering these vital entities, TWG embarked on a mission to enhance its outreach and support mechanisms.

## The Process

### Bridging the gap in digital presence

As TWG set its sights on expanding its reach and efficacy, a significant challenge emerged: the need to strengthen its digital presence. While the firm excelled in its mission to support nonprofits offline, its online footprint required a significant overhaul. Recognizing the importance of a robust web platform in today's digital age, TWG sought to revamp its website to better serve its clients and stakeholders.



## The Client

The Wright Group NY (TWG) is a prominent government relations firm based in New York, renowned for its exemplary service to the state's nonprofit organizations. Ranked among the top 10 government relations firms in New York, TWG distinguishes itself by focusing exclusively on meeting the funding and program support needs of nonprofit entities across the state. With a commitment to empowering and advocating for these vital organizations, TWG plays a pivotal role in enhancing their effectiveness and impact within their respective communities.

## Sector

Government Relations |  
Nonprofit Client Services

## Location

New York

# The Background

## Collaboration and innovation

Enter WebServes, a trusted partner in the realm of web design and development. Engaging in a multi-year consulting endeavor, WebServes closely collaborated with TWG to lay the groundwork for the transformation ahead. Through intensive branding consulting sessions and meticulous content strategy planning, the teams worked hand-in-hand to conceptualize a website that would effectively convey TWG's mission and services.

# The Solution

## A digital facelift

With a clear roadmap in place, the teams dove into the development phase, guided by a shared vision of excellence. WebServes leveraged its expertise in web design and development to craft a visually stunning and user-friendly platform for TWG. Emphasizing seamless navigation and compelling visuals, the new website emerged as a testament to TWG's commitment to innovation and client satisfaction.

# The Outcome

The culmination of this collaborative effort was nothing short of transformative. The newly launched web platform not only elevated TWG's online presence but also revolutionized its ability to serve New York's nonprofit community. With enhanced accessibility to resources, streamlined communication channels, and a refreshed brand identity, TWG emerged as a beacon of support for nonprofits across the state. Through the power of collaboration and innovation, TWG and WebServes had succeeded in catalyzing positive change and empowering New York's nonprofit sector.

**Your success story begins here. WebServes excels in delivering innovative digital solutions tailored to any industry. Let's join forces and turn your vision into something extraordinary. Connect with us today!**



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