

Entry title: Boys Town Centennial Website

Non-profit

Digital Media

Objectives:

Envoy and Boys Town planned for the Boys Town’s centennial celebration for several years. As the date approached and we started developing campaign strategy and tactics, it became clear that a unique microsite specific to the 100th anniversary was needed. Envoy developed a recommended site map based on the overall campaign strategy and tactics. The goals were to showcase a new documentary film and Boys Town’s history; share the stories of the children and families Boys Town has helped; and support the “Kids Are Everywhere” campaign — another centennial effort.

Boys Town decided the microsite would reside under the existing domain of BoysTown.org, so while we wanted the site to have its own look, the transition from the current Boys Town site to the centennial site needed to be seamless for end-users.

Results:

As with most website designs, the centennial site went through a few iterations before it was finalized. Envoy decided the home page needed to lead with the “Kids Are Everywhere” campaign, as the materials for the campaign would drive to the home page of this site. The home page also incorporated opportunities for individuals and companies to donate and sponsor Boys Town’s centennial campaign.

The Boys Town documentary — “The Work Will Continue” — has a prominent presence on the centennial site, and we developed ways for engagers and supporters to become involved with the campaign.

Each subpage of the microsite has a unique look based on the content offered. Both the historical timeline and “100 Stories” sections are built in a tile design to showcase the photos that we wanted to share. The “Kids Are Everywhere” section was designed to visually tie to Boys Town’s street marketing campaign and to engage end-users so they would want to learn more about each child’s individual story. Finally, the “Get Involved” section offers a variety of ways for visitors to easily participate in our celebration, such as ordering free centennials materials, sharing historical videos or donating to Boys Town.

Results:

Since its launch, the microsite has received nearly 55,000 page views, with an average time on page of 1 minute, 40 seconds.

Boys Town Centennial Website: <http://www.boystown.org/100/Pages/default.aspx>

100- word summary:

The goals for creating a centennial website were to showcase a new documentary film and Boys Town’s history; share stories of the children and families Boys Town has helped; and support the “Kids Are Everywhere” campaign. Both a historical timeline and “100 Stories” sections were built into the microsite, as was the “Kids Are Everywhere” section, which was designed to engage users to want to learn more about each child’s individual story. The “Get Involved” section offers multiple ways for visitors to easily participate in our celebration, such as ordering free centennials materials or donating to Boys Town.