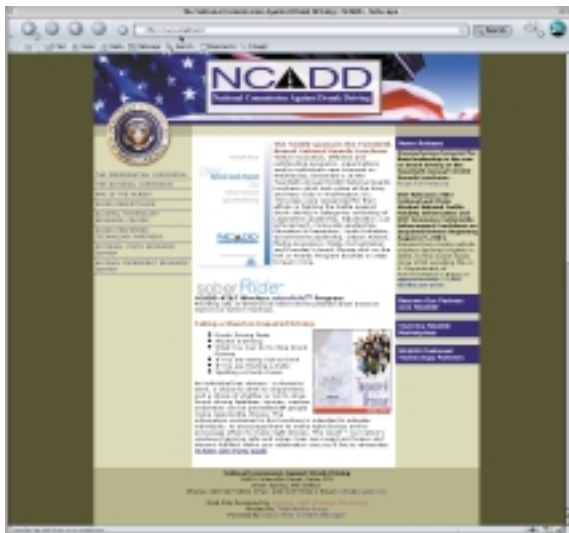


NCADD Case Study

A national non-profit finds a way to save money. And deliver a better web site.

Like most non-profit organizations, the National Commission Against Drunk Driving (NCADD) has ambitious goals but limited resources.



NCADD is an outgrowth of the Presidential Commission on Drunk Driving appointed by President Reagan in 1982, and its goals include reducing “impaired driving and its tragic consequences.”

The commission sees its website, www.ncadd.org, as an important tool in uniting and assisting public and private sector organizations as well as concerned individuals who are fighting drunk driving. Yet until recently, NCADD’s web site was both difficult and costly to maintain.

“Every time we wanted to change something on our site, we’d have to pay an outside organization,”

explains Harold Watson, who recently served as NCADD’s Director of Programs and Development. “We didn’t have the internal resources or expertise to handle it ourselves.” The commission would often wait weeks for simple updates, at a cost of several thousand dollars per year.

So when they heard of a better way to do it, they were interested.

“As part of a website redesign, we switched to Savvy Software so we could update content by ourselves,” says Mr. Watson. “NCADD has to be budget-conscious. Savvy let us bring content management in-house, saving several thousand dollars a year.”

The key is Savvy Software’s ease of use, says Mr. Watson, so even a small non-profit staff can maintain it. “It only takes a few seconds to drag and drop new content, update a calendar, or plug in new pictures.”

Not only is the site more cost-effective, it’s also more timely.

Keeping the site up to date is critical to NCADD’s mission, explains

“Savvy let us bring content management in-house, saving several thousand dollars a year.”

Director of Programs & Development
Harold Watson



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Mr. Watson. "The Commission depends on the site to build public awareness, provide research support, educate the public, encourage personal responsibility, and assist advocacy groups across the country."

With Savvy Software, NCADD is able to easily maintain a full set of information resources for the public, including an Alcohol Technology Resource Center, National Youth Resource Center, Programs and Conferences, Statistics, and much more.

"Now NCADD can update anything at any time... and that helps the organization to be much more effective."

Director of Programs & Development Harold Watson

Changes that used to take days or weeks, now are handled almost instantly. Says Mr. Watson: "Now NCADD can update anything at any time. Calendars and statistics are always up to date, and that helps the organization to be much more effective."

Getting started was a pleasant surprise. Despite having many other projects on his plate at the time, Mr. Watson reports that learning to use Savvy was completely painless. "The people who designed our website helped us get started, and we just picked it up. It's so user-friendly and simple to use."

Concludes Mr. Watson, "I would highly recommend it, especially for non-profits. The Savvy product is economical and extremely user friendly. And when you have a question, they're there to support it."



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