Austin children's nonprofit organization wins free website makeover from HubRunner

AUSTIN, Texas – June 11, 2012 – Austin nonprofit It's Bigger Than You (IBTU) has won an entirely free, custom website in a social media contest sponsored by web design company HubRunner. One hundred fifty votes were cast in the contest that enabled Facebook users to nominate their favorite nonprofits most in need of a digital update.

Founded by Austinite Brock Sampson, IBTU brings underserved children together with caring adults to foster mentorship, social interaction and physical activity. Like many nonprofits, IBTU does a lot for the community on a small budget, but their previous site wasn't drawing the attention they needed.

"We had a website before, but it was fairly basic," says Sampson. "We were thrilled that so many of our supporters voted for us to receive a custom website from HubRunner. We've been very encouraged by the enthusiasm and positive feedback we received after the final website was unveiled. The professionals at HubRunner really put their heart into doing justice to all the great things IBTU does in Austin."

Cassie Crudo, operations director at HubRunner, knew the site should effectively communicate the importance of IBTU's work with underprivileged children in the area.

"It's essential that a non-profit organization make the right first impression online to attract donors and volunteers," says Crudo. "Non-profit organizations are increasingly receiving donations and feedback online, so we placed calls-to-action front and center on the homepage to show visitors how they can help right away. Social media was also an important facet of developing the site, so we embedded a Twitter feed and blog to encourage visitors to interact with Brock's team. The website's social media integration allows IBTU to share stories of the young lives impacted by their volunteers' hard work."

"We wanted to make a big splash with the new site and have our kids' success stories really be the focal point. We're extremely pleased with how HubRunner got us up and running so quickly," he says. "The people I've shown our HubRunner website to think it looks great and reflects what our organization is all about. We've definitely seen increased attention to our cause over the past few weeks, primarily due to the website launch."

The new It's Bigger Than You website can be found at www.itsbiggerthanyou.org. To get involved with IBTU, please contact Brock Sampson at info@itsbiggerthanyou.org.

HubRunner

HubRunner is an Austin-based web design company that specializes in affordable, high-quality websites and website redesign for small businesses and entrepreneurs. With its unique subscription-based business model, HubRunner fills the gap between do-it-yourself templates and high-dollar design services. For more information about HubRunner, please contact Cassie Crudo at cassie@hubrunner.com.

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