

Case Study



MISSION STATEMENT

Tutoring Plus educates and empowers low-income and at-risk children and youth in Cambridge, Massachusetts.

CONTACT Tutoring Plus

Tutoring Plus
225 Windsor Street
Cambridge, MA 02139
Tel: 617-349-6588 x 407
<http://www.tutoringplus.org>

BUDGET AND STAFF SIZE

2006 Budget: \$209,000
Full-Time Staff: 2
Size of Board: 10

ESTIMATED PROJECT VALUE:

\$40,000

Tutoring Plus

A new website diversifies funding streams.

THE NEED

Tutoring Plus has been forging relationships that inspire personal and academic growth since 1964. As they look to deepen their impact within Cambridge, Tutoring Plus plans to redevelop the design and content of their website to communicate a compelling message to donors about the efficacy of their work.

“Common Impact put together a great team from Fidelity and Keane that represents a combination of copy-writing, technical and web-development skills that would have been hard to find on our own! Once the site is complete, it will help us communicate a case for why donors should support our work, helping us diversify our funding streams.”

–Ellen McLaughlin, Executive Director

THE PROPOSED SOLUTION

The Fidelity and Keane team have redeveloped the look, feel, and content of Tutoring Plus’ site. The proposed new design will provide an intuitive user interface and messaging that motivates current and prospective donors to contribute, increasing the size of Tutoring Plus’ individual donor pool.

ANTICIPATED RESULTS

The Fidelity and Keane engagement team will implement the new website design and content, and train Tutoring Plus staff to make updates on their own. With the upgraded website in place, Tutoring Plus will be able to generate support for programmatic growth in Cambridge, so the organization can educate and empower more low-income and at-risk children all across Cambridge.

