



State Innovation Exchange (SiX)

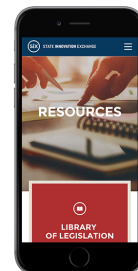
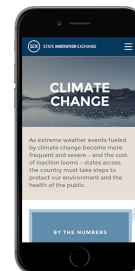
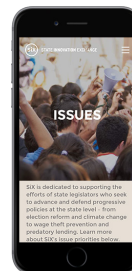
BACKGROUND The State Innovation Exchange (SiX) is a national resource and strategy center that supports state legislators in advancing and defending progressive policies. The election year of 2016 provided an opportunity for the organization to expand awareness and visibility among its key audiences, as well as build support for their work going forward. We worked with SiX leadership and communications staff to design and build two dynamic new websites at stateinnovation.org and sixaction.org, as well as to craft a digital strategy to maximize their overall online presence, allowing them to make the most of timely opportunities to engage existing and new audiences.

STRATEGY Cause Communications first listened to SiX leadership and staff to understand goals and objectives, which included increasing online donations, as well as map out key audiences and how they receive information online. We then created the new sites, with features that would make it easier for SiX’s audiences to understand what the organization and its advocacy arm do, and how to support their work. The new sites feature vastly improved navigation, clearer presentation of information about SiX’s work, and more powerful imagery. The overall effect was the creation of a more intuitive, user-friendly, and ultimately a more powerful experience for those visiting the sites from mobile and desktop platforms.

OUTCOME Since the site’s launch, SiX has seen a marked increase in online donations and has garnered public praise from the offices of multiple elected officials and partners. The press and blog sections of stateinnovation.org have become vital clearinghouses for up-to-date information on SiX’s important work. Sixaction.org has become an important engagement tool for fundraising and information sharing in support of their advocacy work. The digital strategy will help guide their critical online outreach efforts, including maximizing the impact they have through social media, and making sure that all of their online efforts are strategically coherent and are working in support of their organizational and communications goals.

“It’s been a dream to work with you and I know from our staff’s perspective they are so grateful for the partnership and collaboration with you and your entire team. Thank you, thank you, THANK YOU!!!”

Nick Rathod, Executive Director



TACTICS

- Website
- Digital strategy
- Social media strategy