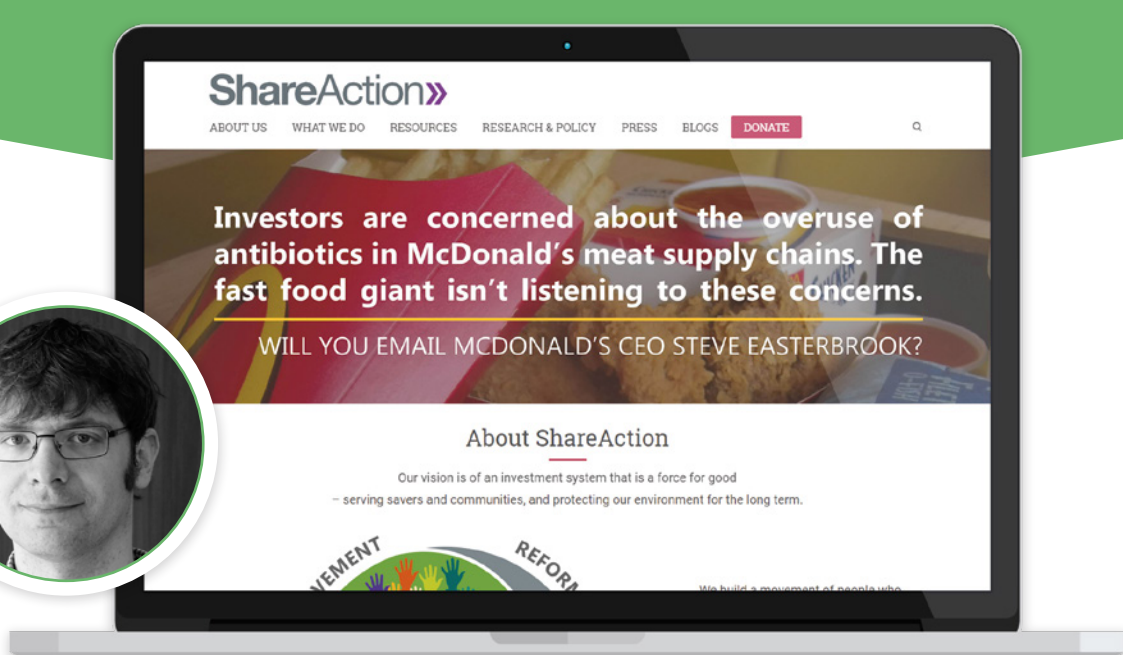


## GLYN: DEMOCRATIZING PUBLISHING SINCE 2009



### 1

## THIS IS ShareAction»: AN INFLUENTIAL NONPROFIT

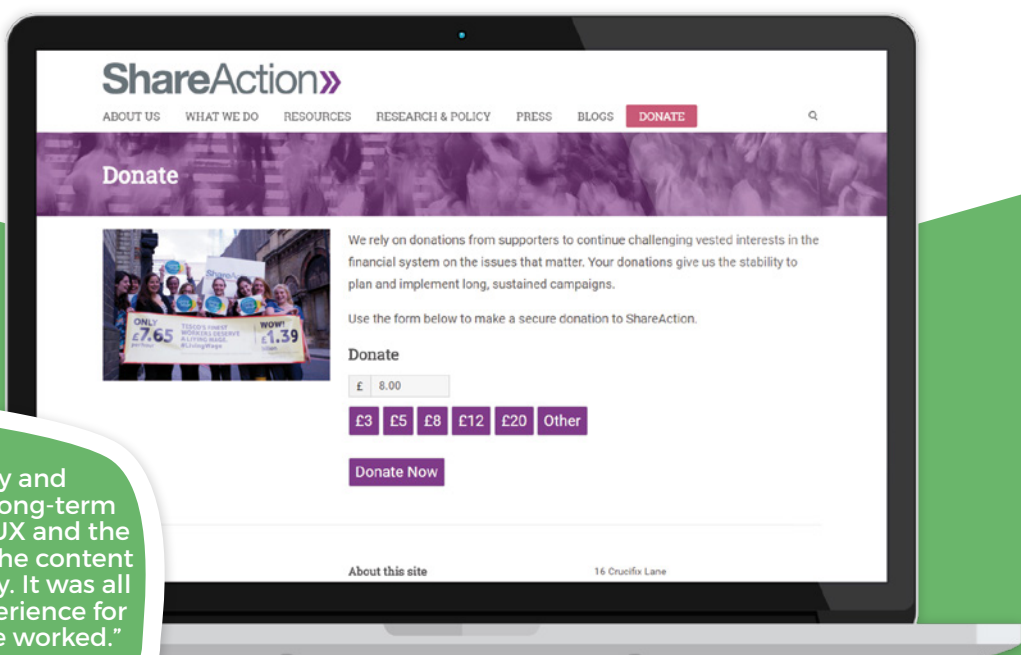
Institutional investments affect large and small markets. ShareAction chose WordPress. They contracted Glyn and Give was selected as the donation plugin to manage their donation systems, empowering their communication teams - without losing functionality.

## A SHIFT IN PRIORITIES

### 2

ShareAction believes in the Open Source ethos, but Drupal was no longer a fit. Their donation system, Engaging Network, became difficult to justify. They changed their priorities, working closely with Glyn.

"The one I ended up using, obviously was Give, because of the different options with payment gateways." Glyn



"ShareAction wanted the strategy and design as a long-term investment. UX and the strategy around the content was the priority. It was all about the experience for web visitors. Give worked." Glyn

## THE RESULTS

Glyn believes a website is living and serves an ongoing purpose to raise awareness, develop influence, and recruit donors. Give was easily implemented and the communications team integrates the donor data generated from Give with Blue State Digital.

