

# Financial Engagement Platform for Accion

## **USA**

Accion USA, part of the global Accion Network, supports small businesses and underserved entrepreneurs through access to microloans and community development programs. As its outreach grew, Accion needed a modern digital space that could turn interest into impact — helping visitors understand its mission and contribute effortlessly.



## Reimagining Digital Giving for Financial Inclusion

The organization's legacy website struggled to keep pace with modern donor expectations. Navigation was cluttered, stories were buried under complex menus, and donation workflows required multiple steps. The team wanted a platform that could humanize financial empowerment, tell stories of progress clearly, and make supporting them as simple as believing in their mission.

#### Designing a Platform for Connection and Clarity

Anubavam rebuilt the Accion USA platform on Drupal, PHP, and MySQL, creating a connected ecosystem for donors, entrepreneurs, and community advocates.

#### **Highlights include:**

- Personalized donor experience that recognizes visitor intent showing relevant programs, success stories, and calls to action.
- Smart donation flow enabling secure, one-click contributions and tailored recurring options.
- Curated content storytelling showcasing entrepreneurs, regional initiatives, and partner achievements.
- Unified analytics dashboard tracking campaign performance and donor engagement transfer.
- **Human-centered design** with warm color tones, intuitive navigation, and accessible content layouts.

## **Impact**

The new platform positioned Accion USA as a leader in digital financial inclusion.

40% increase in donation conversions

Higher donor retention through recurring engagement prompts

Centralized campaign and content management

Transparent impact stories building deeper trust

## **Technology Foundation**

#### Platform

Drupal 7, PHP, MySQL

## Integrations

Payment gateways, analytics dashboard, newsletter automation

#### **Deployment**

Cloud-based, secure, scalable

### **Outcome**

Accion USA's digital presence became a living reflection of its mission — uniting generosity, technology, and inclusion.

"The platform makes giving feel personal — transforming every contribution into a shared step toward opportunity."

