

Reimagining Digital Giving for Financial Inclusion

Designing a Platform for Connection and Clarity

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 trends.
- **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.”

