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O₃ INTERNET CONSULTING Case Study

LLCC Veteran's Club

The LLCC Veteran's Club came to O₃ needing a website to:

- Highlight their mission and encourage membership,
- Publicize events and solicit donations that support their mission, and
- be inexpensive to build and easy for volunteers to maintain.

The Brian McMillan Scholarship, Events and Donate / Volunteer links are prominent in the main navigation of the website to focus attention on the organization's goals: enticing vets to join the LLCC Veteran's Club community, informing and inviting the public to attend an event, and requesting donations to the organization and the scholarship fund.

The new website uses understated red, white, blue and gold colors along with emblems of the five branches of service, two LLCC icons and three flags to represent patriotism, service and community support of veterans.



www.LLCCVeteransClub.org

This college club website will allow the club to recognize sponsors of events, with space for sponsor logos and photos of past events.

The site is constructed so content is separated from design, simplifying content updates and helping to encourage the club to keep the site fresh. This will be important as volunteers will change from year to year.

I worked with a club member to identify colors, obtain emblems and organize content, then provided training to make updates and add images. From conception to website launch, the project spanned six weeks.



O₃ websites – delivered On Time, On Target, On Principle.

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