### **WEBSITE & DESIGN SOLUTIONS** Make Life Easier · Reach More People



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# WHO WE ARE



#### MANDIE SELLARS STRATEGY & DESIGN

For over 15 years, Mandie put out fires as a communications leader at two growing nonprofits. While facing the challenges that many nonprofits face each day, she developed streamlined, comprehensive website and digital marketing strategies that saw major increases in reach and giving while keeping costs within budget. Today, Mandie collaborates with over 30 nonprofits to create and support customized solutions that make her clients' lives easier – and effectively reach and engage more people.



#### BEN SELLARS PROGRAMMING & WEB SUPPORT

Ben enjoys working with clients and in teams to bring website visions to life with reliable, robust, secure, and fully-responsive custom solutions. He believes excellent websites should look and function really well on any device. Having worked many years in professional IT support, Ben provides excellent in-person and phone support teaching people to update and manage their own websites. Ben has extensive experience developing with WordPress, PHP, HTML5, CSS, Liquid, and Bootstrap.

# SERVICES OVERVIEW

#### **DESIGN & COMMUNICATIONS**

- Web and User Interface (UX) Design (Photoshop file creation and wireframing)
- Infographics and Data Visualizations
- Print Design and Management
- Content Development
- Information Organization and Hierarchy
- Messaging and Tagline Creation
- Communications Strategy Consulting

#### **PROGRAMMING & DEVELOPMENT**

- Front-End Web Development
- Custom WordPress Theme Creation
- WordPress Theme Customization
- Third Party Integrations
- Responsive HTML/CSS Coding
- PHP Web Development
- In-Person Training
- Phone and IT Support



# PORTFOLIO: TRIANGLE BRASS BANDS



Triangle Brass Bands had an outdated website that was difficult to update, not mobile responsive, and didn't reflect the dynamism and excitement of their live performances.

To engage web audiences and cut through the clutter, Sellars Design collaborated with staff and volunteers to optimize their website content. Then, a responsive WordPress digital presence was designed and developed quickly and affordably.

Today, the Triangle Brass Band's digital presence incorporates vibrant photos, clear calls to action, and direct mailing list integration.

To raise more funds and reduce print costs, Sellars Design partnered with Triangle Brass to develop and implement a digital sponsorship strategy that incorporates email marketing, social media and web. With easyto-understand packages, and simple web sign up, Triangle Brass has seen an excellent return on investment for this approach.

#### $\rightarrow$ trianglebrass.org



# PORTFOLIO: EXECUTIVE SERVICE CORPS

**ESC** 



The staff at Executive Service Corps of the Triangle (ESC) approached Sellars Design + Development in need of a new website to help them reach three identified target audiences more effectively.

Working closely with the staff and a board marketing committee, Sellars Design re-organized their existing content to make site users find what they needed much more quickly. Today, ESC has a robust digital presence in WordPress that is more secure, eye-catching, fully responsive, and simple to update.

When ESC was ready to build a website for their new online platform, Build a Better Board, they reached out to Sellars Design again. Coming in within budget and launched on time, ESC launched a co-branded WordPress site web that effectively drives new visitors to sign up for ESC's unique board matching system while also providing a large, searchable database of informational resources.

 $\rightarrow$  esctriangle.org  $\rightarrow$  buildabetterboard.org <page-header><page-header><section-header><section-header><section-header><complex-block><complex-block><complex-block><complex-block><complex-block><complex-block><complex-block><complex-block><complex-block><complex-block>

Current Consultants

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## PORTFOLIO: ICMM



The Institute of Consumer Money Management is a nonprofit dedicated to promoting financial literacy across the United States. They reached out to Sellars Design + Development to redesign their website in WordPress with two goals in mind – help the public understand better what they do, and make applying for postdoctoral research positions and grants much easier.

Sellars Design worked with the staff to create a clear vision for content on the homepage and throughout the rest of the site. The resulting website conveyed ICMM's sometimes complex offerings in a concise and easyto-understand way, with clear calls to action for their most important target audiences.

Additionally, an intuitive, robust forms tool was integrated into the site so that collecting, organizing and retrieving resumes and other inquiries was easy for the staff.

 $\rightarrow$  icmmnc.org



and across the United States. Learn More About What We Do >



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Site by Sellars Design + Development

# PORTFOLIO: DEMOCRACY NC



When Democracy North Carolina had a staff transition in their communications department, they reached out to Sellars Design for ongoing print and graphic design services that used to be done in-house.

For over two years, Sellars Design has worked closely with the staff to provide inspiring, eye-catching designs for a wide variety of collateral, from hand fans and stickers to brochures and voter guide booklets.

For a 25th anniversary event, Sellars Design was tapped to create a bold, engaging logo to brand their "Step Up" celebration event.







# PORTFOLIO: THE RALEIGH BOYCHOIR



With a new artistic director, board leadership, and strategic plan, The Raleigh Boychoir came to Sellars Design to create a new brand, tagline and website to help accomplish their ambitious new goals.

With that in mind, Sellars Design created for them a contemporary, yet classic branding look that would demonstrate their commitment to excellence in music and performance. A powerful, flexible WordPress website was launched that was easy for staff and volunteers to keep up to date.

To go with their new visual look, Sellars Design crafted a simple, yet powerful tagline to let both parents and the community understand the Raleigh Boychoir experience.

#### $\rightarrow$ raleighboychoir.org



SING WITH US

PARTNER WITH US



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We take diraterably and interactionally, and perform in the top performance wrows. Bits Campbell and INTCC - Our program builds **character**, of non-interacting apportunities for the determine, tacket die determine and community to target. In provide dieder and community to the second second second second performance in the second second second performance in the second second second performance in the second second second a March Baylow is low of music for second second a March Baylow is low of music for second second and second second second second second second second a March Baylow is low of music for second se

REGISTER FOR AN AUDI



Raleigh Boychoir performance can be

Performing arts collaborations Symphony orchestra collaborations Concert Series Community & private events

r more information, please contact us by completing this form.

MEET THE RALEIGH BOYCHOIR



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HEAR US SING



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Raleigh Boychoit is funded in part by the City of Raleigh Bosed on recommendations of the Raleigh Arts Commission. Raleigh Boychoit is supported by United Arts Could of Raleigh and Wale County as well as the N.C. Arts Council, a division of the Department of Natural and Cutural Resources.



## PORTFOLIO: INFOGRAPHICS

#### **SVA Supports Directly-Impacted Communities**



Sellars Design worked closely with the team at Southern Vision Alliance to envision, organize, and design their firstever Annual Report. One of SVA's challenges during this process was communicating the multifaceted work they do.

To meet this need, Sellars Design created for this report a clear, eyecatching infographic that enables readers to easily understand the many ways SVA supports their member organizations, and the overall impact of SVA's work.

For a recent series on the changing demographics of voters, Democracy NC turned to Sellars Design for help translating spreadsheets of data into infographics that clearly conveyed the results of their research. With careful selection of graph type and color choice, the resulting infographics (one is pictured at right) helped readers quickly and easily visualize the findings from the data.

#### Unaffiliated Voters & Libertarians are Much Younger

Percentage of party members by age group as of May 6, 2017.





# WHY SELLARS DESIGN?

We are **responsive**. We believe in a pro-active approach that respects deadlines.

We **excel** in graphic design, content strategy and web development. It's what we do.

We are **trusted** and **reliable**. We create partnerships that last.

We can **deliver** on projects that require a wide range of skills and experience.

We love what we do, and are **passionate** about our craft.

### REFERENCES

Relationships are everything. We couldn't imagine you choosing to work with us without asking those who have worked with us before if we did what we said we would. Please take the time to talk to the following good people and see if Sellars Design + Development is right for you... and also, please say 'hi' for us.

#### **Marianne Breneman**

Artistic Director and Founder Triangle Chamber Music Collective mlbreneman@gmail.com

#### Dawn Blagrove

Executive Director Carolina Justice Policy Center dblagrove@justicepolicycenter.org

#### Michele Tylka

Board Secretary The Raleigh Boychoir michele.tylka@ymail.com

