

Case study summary · 2026

Urban League of Greater Atlanta

A century of service, built for the next one.

A custom WordPress platform, an events system built for browsing, and a modernization plan leadership could act on.



100

events in the new calendar, seeded from the full history

0

disruption to the old calendar while the new one was built

4

special-event pages with their own template

6

modernization workstreams on a six-week schedule

27

illustrative scenes, tagged on three axes

5

homepage paths, each one or two clicks from help

The challenge

A rich but text-heavy site, a dated plugin calendar, and a growing need to manage wording consistently across dozens of pages.

The approach

Owned components over fragile plugins, built alongside what already worked, with a plan that preserves meaning first and measures everything.

The result

A live events platform and homepage concierge, a donor journey ready to install, a site-wide wording tool, and a modernization roadmap for leadership.

Client	Urban League of Greater Atlanta
Role	Lead designer and developer, ongoing partner
Platform	Custom WordPress on Hello Elementor, custom plugins, SiteGround
Timeline	Ongoing care; 2026 modernization program
Deliverables	Site, events platform, donor journey (ready to install), roadmap, image library

What I delivered

- 01 A custom platform, cared for every month
- 02 “What brings you here today?”
- 03 An events platform built for browsing
- 04 Signature moments, given their own stage
- 05 Earning the gift before asking for it
- 06 A modernization plan leadership could act on
- 07 One wording standard, applied everywhere
- 08 Staying visible in search
- 09 Picturing the whole community
- 10 Components the staff can run
- 11 The details that keep it working