



One More Generation (OMG) was founded in 2009 by 8 year old Carter Ries and 7 year old Olivia Ries. Carter and Olivia started their own nonprofit in an effort to help educate children and adults about the plight of endangered species with the intention to preserve all species for at least One More Generation ... and beyond.



## TESTIMONIAL



"Ryan and his team have been amazing to work with. As a small nonprofit organization with a global reach, we needed someone who could help us realize our vision and think two steps ahead of our dreams and the folks at Websuasion did exactly that. Ryan has been there for us during our first five years and we look forward to seeing what his team can do for us in the next. Best money we have ever spent."

- Jim Ries, President

## CLIENT NEEDS

- Website
- E-commerce
- Web application
- Email marketing
- Film editing

## WEBSUASION SOLUTIONS

- WordPress install and theme modification
- Shopify cart integration
- Interactive pledge campaign web application
- Mailchimp email template design and configuration
- Ongoing film production



## ONE MORE GENERATION WEBSITE

In 2009, we began a collaborative partnership with One More Generation to create a more impactful, but easy to manage website designed to highlight various conservation programs, endangered species campaigns, and youth empowerment missions. To meet their needs on a tight budget, we used a stock WordPress theme which we modified to deal with their specific content needs including articles, videos, photos, and integrated social media functionality. We also helped to set up a Shopify e-commerce system to handle donations and special product offerings.



## ONE LESS STRAW WEBSUASION

In 2016, as part of the expansion of the environmental conservation program, OMG turned their focus to the reduction of plastic straw usage and was in need of a separate pledge campaign site. Our team designed and programmed the One Less Straw campaign web app to include graphic design of several of the campaign assets, video, animation, and a Goggle map geographically displaying pledgees, businesses, partners, and participating schools across the world. We also designed a simple administration portal so OMG staff could manage pledges. We additionally set up the pledge submission to integrate with Mailchimp mailing lists that provide special incentive offers to pledge participants.



## RHINO CONSERVATION DOCUMENTARY

In 2014, the founders' visited Africa for rhino conservation. Our team is currently reviewing and editing the many hours of footage to produce a cohesive film aimed at raising awareness to the plight of the rhinoceros. We plan to launch a crowdfunding campaign in conjunction with OMG to aid in completion and distribution of the film to festivals once a rough edit is complete.



## ONGOING SUPPORT

On a continual basis, we provide consultation on marketing and advertisement for social media, as well as, technical support.



### J. Ryan Williams

J. Ryan Williams is president and founder of The Websuasion Group LLC. He has over 20 years of application development experience. Ryan has experienced the challenges of changing technology and growing a business. Having benefited from mentors throughout his career, he now works to mentor others.