CASE STUDY/

Starlight Children's Foundation

starlight.org
starbrightworld.org

SERVICES

ECOMMERCE | WEB DEVELOPMENT | CREATIVE & UI DESIGN | INTEGRATION
HOSTING & MANAGED SERVICES | SEO | STRATEGY | ANALYTICS

CHALLENGE

The leading global charity that partners with experts to improve the life and health of kids and families around the world, wanted to create a global donation platform as well as modernize their teen social networking platform.

SOLUTION

Guidance delivered two solutions: a Drupal and Magento Enterprise based corporate website, and a Drupal based private social networking site.

Starlight.org
The new starlight.org features a Drupal CMS so that users can easily update and maintain their site without the need for IT intervention. And it seamlessly integrates with Magento Enterprise to offer visitors the ability to review and purchase items from various hospital and partner facility wish lists. In addition, it allows for Corporate Partners to request to make In-Kind donations of goods and services.
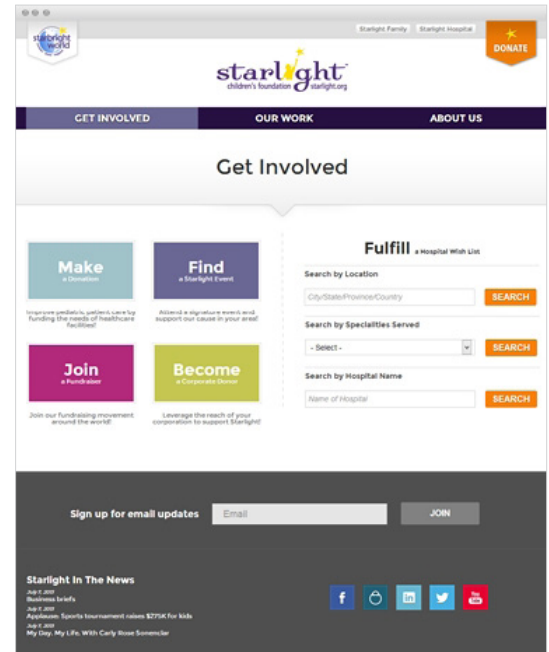
Currently, the site includes 1000+ SKUs available for donation and their catalogue will continue to grow as hospitals build their wish lists from it. The catalogue consists of Starlight products, goods available on Amazon and corporate donated goods.

Guidance integrated the site with Salesforce (CRM), Amazon (product search and fulfillment), CauseView (3rd Party Cash Donation Management), Fundly (Crowdfunding Platform), and many more systems.
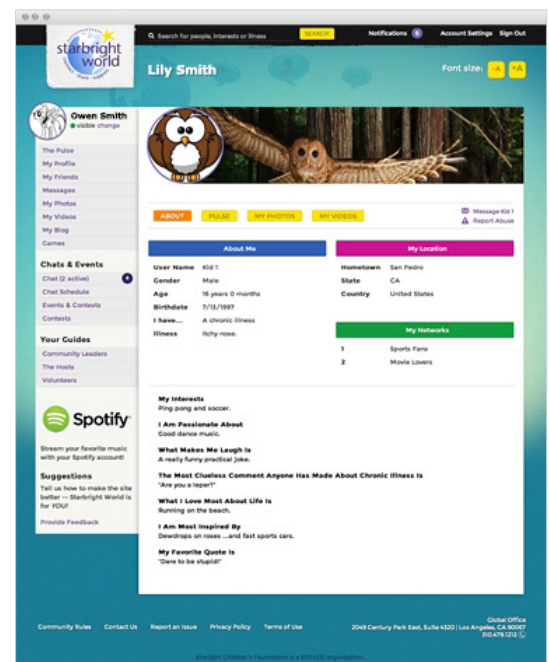
Starbrightworld.org
Starbrightworld.org is a private social networking site for teens and young adults ages 13-20 who are dealing with a serious illness or injury. Siblings ages 13-20 are also welcome. Here, teens can find community with others who are going through the exact same thing and temporarily escape from their illness.

At Starbrightworld.org, teens can create their profile page, input status updates, upload photos and videos, stream music from Spotify, blog, chat and participate in hosted events like story-telling
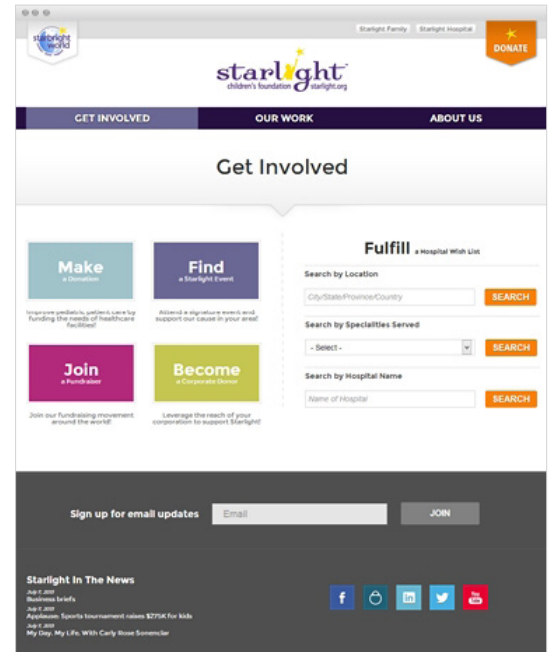

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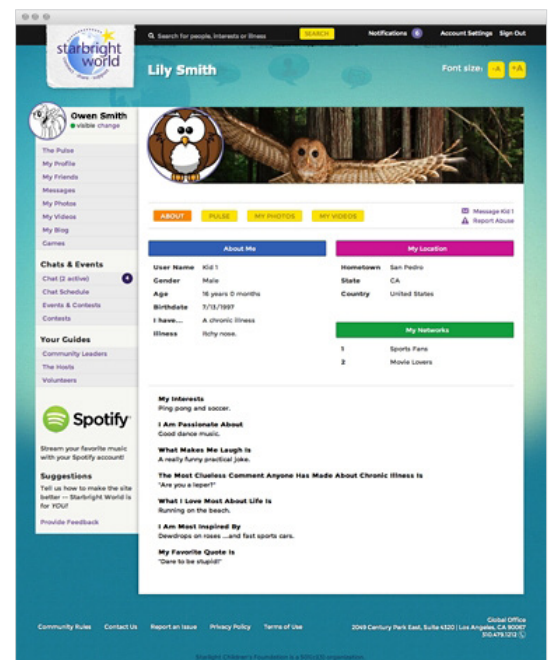
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and games. They can also filter their newsfeed by updating their profile preferences. And all site activities are monitored 24/7 by site moderators to ensure a safe environment for all users.

INNOVATION

- Donors seamlessly transition between the Drupal portion of the site and the Magento Enterprise portion of the site - all accessible within the same URL.

- Hospital users can search for product on Amazon and place it on their wish lists that are visible on starlight.org.

- Benefactor product donations are fulfilled through Amazon Fulfillment.

- Starlight development managers are kept up-to-date on donations through data integration into their SalesForce accounts.

Starlight.org

Starbrightworld.org