



**CHARITABLE  
CONTRIBUTIONS**

8802 27th Ave NE  
Tulalip, WA 98271

**TulipCares.org**

# Funds Distribution Report

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**Recipient Organization:**  
**GO on the Mission**

**Mailing Address:**  
PO Box 2556  
Silverdale, WA 98383

**Contact:**  
(360) 692-2231  
<https://www.goonthemission.com>

**Organization's General Goals:**  
Equipping impoverished children to conquer the cycle of poverty through holistic Christ-centered care, empowering them to become followers of Christ who bring hope and healing to their worlds.

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<b>Date of Award:</b>	<b>Level:</b>
2024 Q3	\$500 to \$2,500

For more information, please read the attached report from GO on the Mission.

Disclaimer: This report may be a summary of content provided by the recipient, not always complete quoted material.



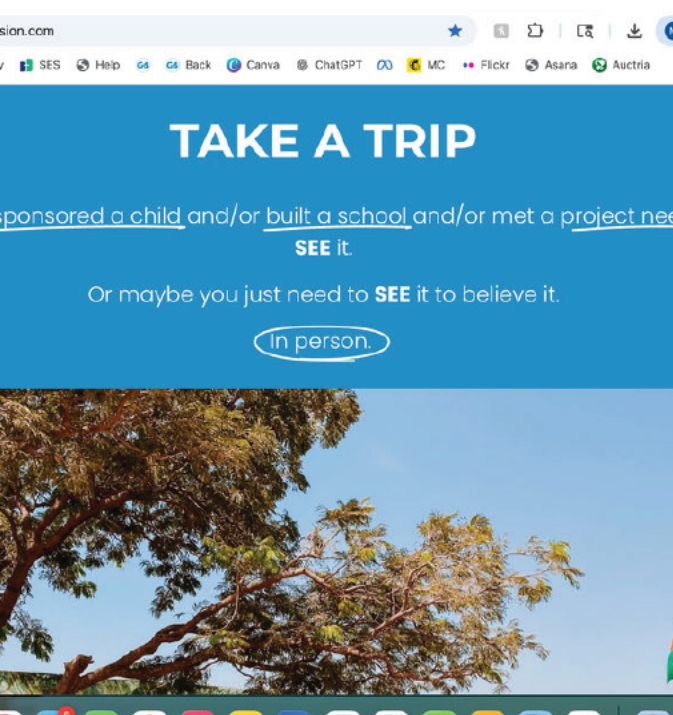
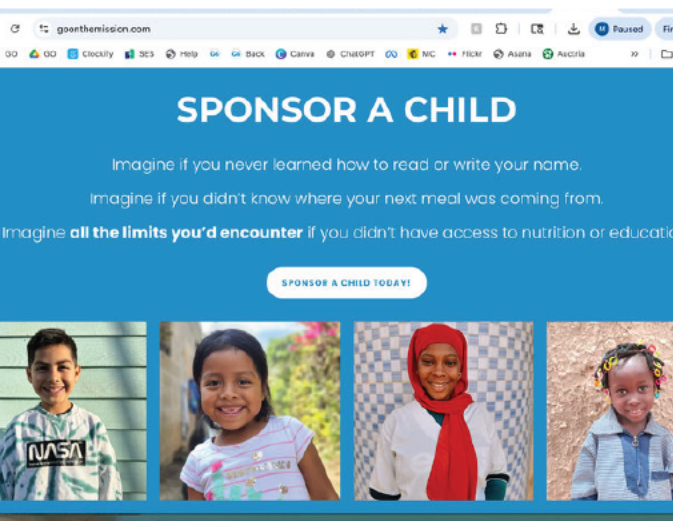
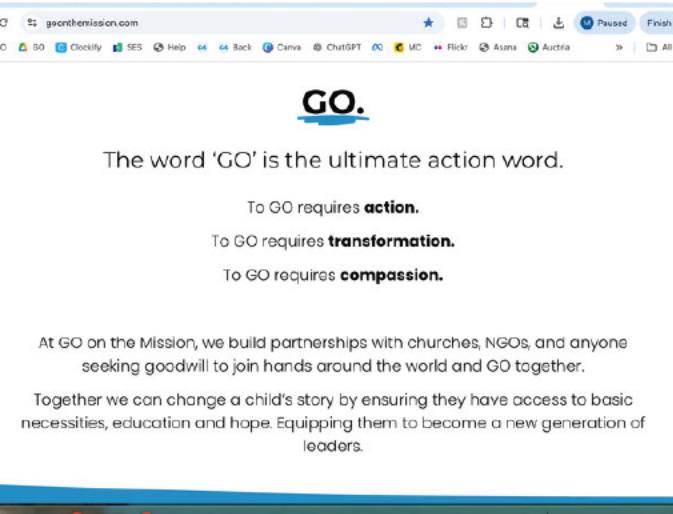
GO ON THE MISSION

# GO WEBSITE REDESIGN GRANT REPORT- Q3 2024 14.2

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PERSONALLY PREPARED FOR  
**TULALIP TRIBES CHARITABLE  
CONTRIBUTIONS FUND**





# GO WEBSITE REDESIGN

**TOTAL BUDGET: \$7,500**

**TULALIP GRANT: [REDACTED]**

**IMPACTED RECIPIENTS: 5000+**

GO on the Mission is deeply grateful to the Tulalip Tribes Charitable Contributions for your generous support of our website redesign project. Because of your partnership, alongside additional internal investment, we successfully launched a fully reimagined website that better reflects the heart of our mission and the communities we serve.

While this project followed a longer timeline than originally anticipated due to a season of leadership transition, that time proved invaluable. It allowed us to thoughtfully evaluate our direction, ensure alignment across our team, and move forward with clarity and purpose. As a result, the final product is not only more strategic, but also more deeply aligned with how we engage our community and steward our mission moving forward.

This redesign has already made a meaningful impact. With a strong focus on the end user, the new site offers a significantly improved experience- making it easier for visitors to navigate, engage with our mission, and access important information. Supporters can now more clearly understand the impact of their generosity, explore stories of transformation, and take next steps in giving, sponsoring, or getting involved.

More than just a visual update, this new website serves as a vital tool for connection. It allows us to more effectively share how lives are being changed around the world, helping grow a more informed, engaged, and inspired community of partners.

To see the final project, please visit our website at: [www.goonthemission.com](http://www.goonthemission.com)

## DETAILED ACCOUNT OF WORK

The website redesign process was intentionally thorough and collaborative, ensuring the final product would best serve our community. We began by gathering input from key stakeholders—including staff, sponsors, and trip participants—through surveys and informal polling. This feedback provided valuable insight into what users most wanted to see, how they engaged with our content, and where improvements were needed.

From there, we partnered with a contracted marketing and design firm to guide the creative and strategic direction of the project. Together, we explored current industry standards, evaluated best practices in nonprofit storytelling and donor engagement, and participated in collaborative brainstorming sessions to shape the overall vision and functionality of the site.

A significant portion of the work involved a complete overhaul of the backend structure. Content was reorganized and expanded to create a more intuitive, scroll-friendly experience, allowing users to access more comprehensive information in a clear and engaging way. This included refining messaging, enhancing storytelling, and improving pathways for users to take action.

The redesigned website has now been successfully launched and represents a substantial improvement in both form and function. As with any large-scale digital project, we are continuing to identify and address minor issues as they arise. Overall, the site is performing well and has been enthusiastically received—it is a visually compelling, user-friendly platform that better equips us to share our mission and impact.

## USER FEEDBACK

The response to the redesigned website has been overwhelmingly positive. Sponsors and trip participants, those who engage most deeply with our content, have especially noted the improvement. Many have shared that the site is more intuitive, information is easier to find, and the resources they need are now readily accessible in one place.

Internally, our staff have also experienced the benefits of the redesign. We have seen a noticeable decrease in phone calls and direct inquiries, as users are now able to independently navigate the site and find answers to their questions. This has allowed our team to operate more efficiently and focus more time on relationship-building and mission-driven work.

Overall, the new website represents a significant step forward for GO. It has strengthened our ability to communicate clearly, serve our community effectively, and create a more seamless and engaging experience for all who interact with our organization.

**Thank you for your generous support and partnership in making this project possible.**



# GO ON THE MISSION

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HELPING CHILDREN BREAK THE CYCLE OF POVERTY.

SHOWING THE LOVE OF GOD IN TANGIBLE WAYS.

MAKING AN ETERNAL DIFFERENCE.

## CONTACT US

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