Raise Texas

Unified Digital System for Financial Health

Design as infrastructure: from fragmentation to statewide impact

“Over the past ten years, Force for Good has become a significant part of the Global Technology experience. Our software engineers have valued the unique opportunity to use their technology skills to make an impact, solving real-time challenges for social good organizations. We’re proud to help nonprofits accelerate their digital journey and look forward to making a continued difference in our communities.”

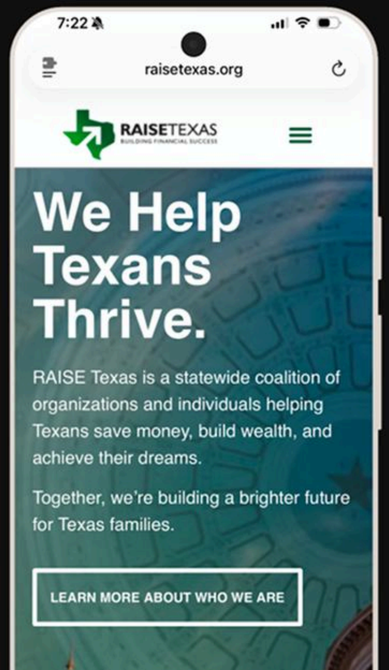
- Lori Beer, Global Chief Information Officer, JPMorganChase

Designing a unified digital +visual system that helps a nonprofit team operate at statewide impact.

RAISE Texas is a **statewide financial health coalition** serving **low- to moderate-income Texans** with a **core team of 3**. We rebuilt a fragmented, vendor-locked digital presence into a **sustainable, measurable system** that improves **accessibility, trust, engagement, and conversion** across web + email + campaigns.

What changed:
PlusThree/ARCOS → **Wix (frontstage) + HubSpot (backstage) + Automation**

Why it matters:
Reduced operational friction, increased reach, and made outcomes measurable.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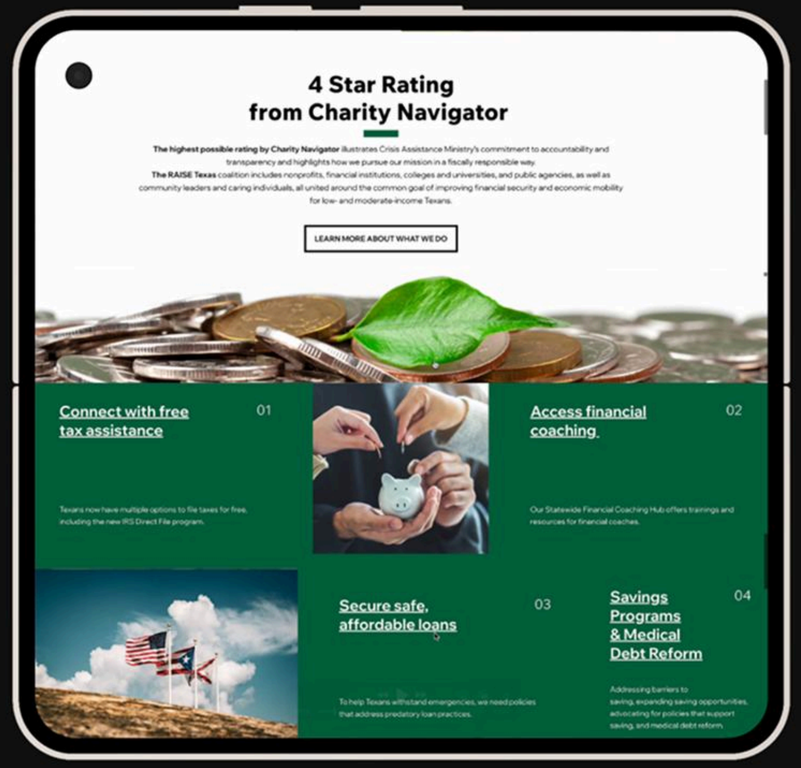
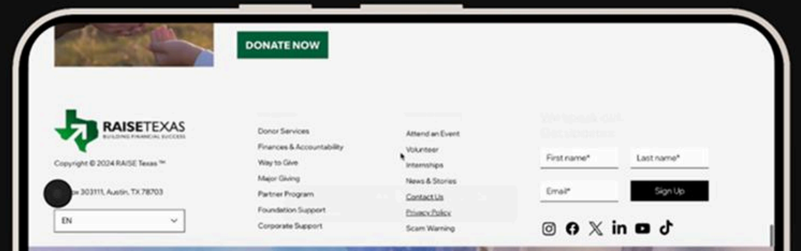
raisetexas.org
RAISETEXAS
BUILDING FINANCIAL SUCCESS
We Help Texans Thrive.
RAISE Texas is a statewide coalition of organizations and individuals helping Texans save money, build wealth, and achieve their dreams.
Together, we're building a brighter future for Texas families.
LEARN MORE ABOUT WHO WE ARE


4 Star Rating from Charity Navigator
The highest possible rating by Charity Navigator illustrates Crisis Assistance Ministry's commitment to accountability and transparency and highlights how we pursue our mission in a fiscally responsible way.
The RAISE Texas coalition includes nonprofits, financial institutions, colleges and universities, and public agencies, as well as community leaders and caring individuals, all united around the common goal of improving financial security and economic mobility for low- and moderate-income Texans.
LEARN MORE ABOUT WHAT WE DO
Connect with free tax assistance
01
Access financial coaching
02
Secure safe, affordable loans
03
Savings Programs & Medical Debt Reform
04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RAISETEXAS
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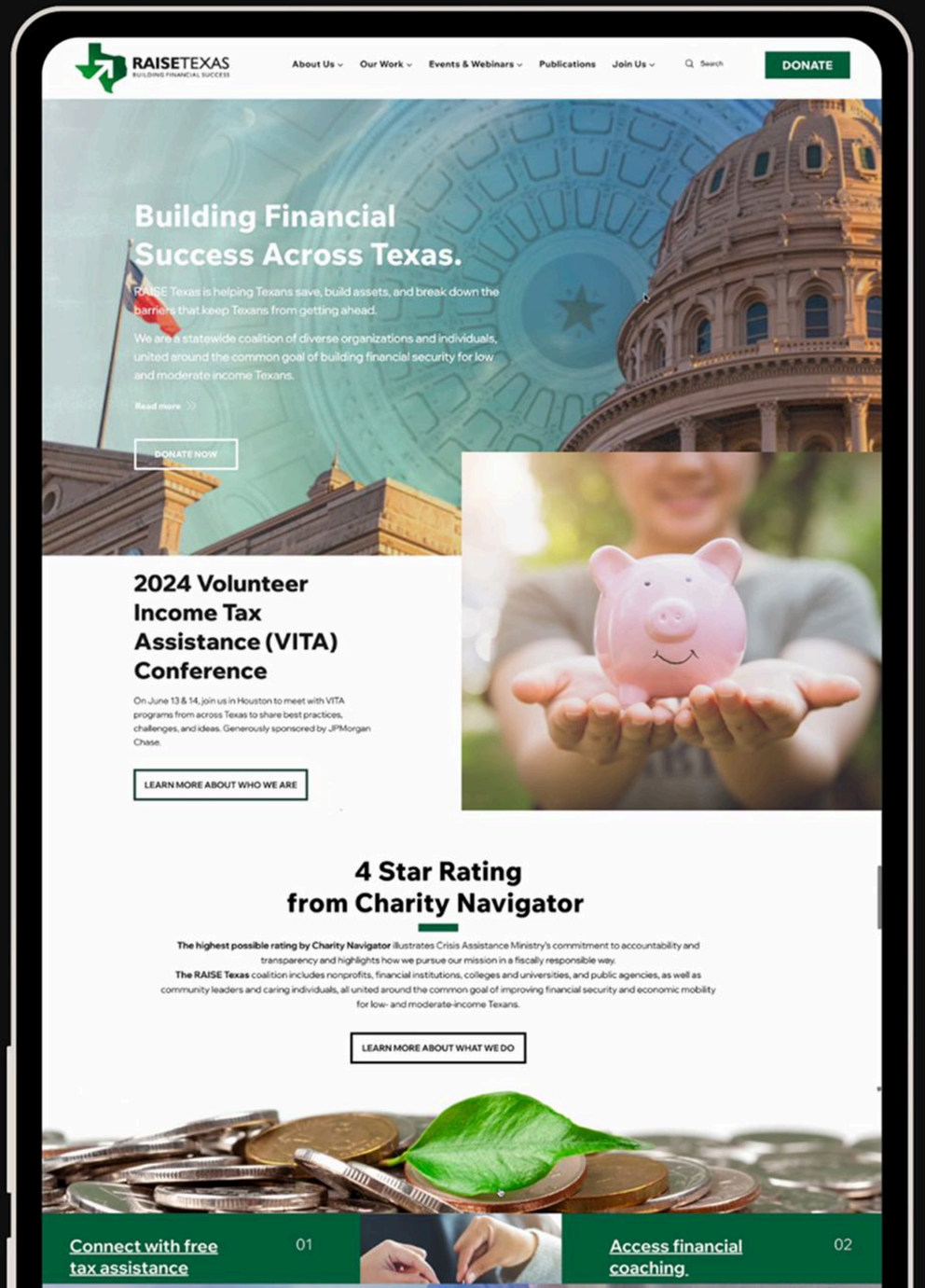
Finances & Accountability
Way to Give
Major Giving
Partner Program
Foundation Support
Corporate Support
Attend an Event
Volunteer
Internships
News & Stories
Contact Us
Privacy Policy
Scam Warning
First name*
Last name*
Email*
Sign Up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Building Financial Success Across Texas.
RAISE Texas is helping Texans save, build assets, and break down the barriers that keep Texans from getting ahead.
We are a statewide coalition of diverse organizations and individuals, united around the common goal of building financial security for low and moderate income Texans.
Read more
DONATE NOW
2024 Volunteer Income Tax Assistance (VITA) Conference
On June 13 & 14, join us in Houston to meet with VITA programs from across Texas to share best practices, challenges, and ideas. Generously sponsored by JPMorgan Chase.
LEARN MORE ABOUT WHO WE ARE
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01
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02

Reporting Velocity

90% Faster

Reporting turnaround reduced from **2 days to 2 hours**, enabling near-real-time decision-making.

Operational Efficiency

95% ROI

Admin maintenance time reduced from **2 days to 1 hour**, freeing teams for higher-value work.

Platform Sustainability

~~No Vendor~~

No Vendor Lock-in removed dependency on external developers or vendors for routine configuration and reporting changes.

Audience
& Jobs-to-be-Done

Support Receivers

Find the right resources fast; subscribe for updates

Partners/Donors

Validate credibility and impact; join/attend/donate

Admins (team of 3)

Publish/update without developers; measure engagement
+ generate reports quickly

The Challenge

Fragmentation was silently reducing impact. The legacy platform drained time, budget, and capacity through vendor lock-in, manual reporting cleanup, and limited measurement—while the experience lacked clear action paths to scale reach.

Before, the experience missed ADA/WCAG-aligned patterns (headings, focus states, form errors), translation readiness (content structure + scalable templates), and search/discoverabilityfor resources and programs—making trust harder to build and outcomes harder to measure.

Strategy

This wasn’t “a website redesign.” It was an operating model decision:

How might we build a zero-code, scalable digital + visual system that a 3-person team can own—while improving accessibility, trust, and measurable outcomes—without vendor or developer dependency?

We chose a lean, modular stack to prioritize ownership, speed, and sustainability:

- Wix for engagement, content, campaigns, and conversion pages
- HubSpot for CRM, segmentation, workflows, dashboards, and reporting
- Automation to remove manual handoffs and enable lifecycle measurement

Process

DISCOVER

Identify the hidden tax on impact
Mapped where time/money/capacity were being lost: vendor lock-in, manual reporting cleanup, missing measurement, and broken accessibility fundamentals.

DEFINE

Align on users, jobs, and success metrics
Defined the 3 primary groups (Support Receivers, Partners/ Donors, Admins) and success criteria: lower overhead, measurable engagement, and a system a 3-person team can own.

IDEATE

Choose a sustainable operating model
Selected a lean stack to prioritize autonomy: Wix for frontstage engagement + accessibility, HubSpot for CRM/ reporting, plus automation to remove manual handoffs.

DEFINE - Persona 1: Support Receivers, Jasmine

Force for Good

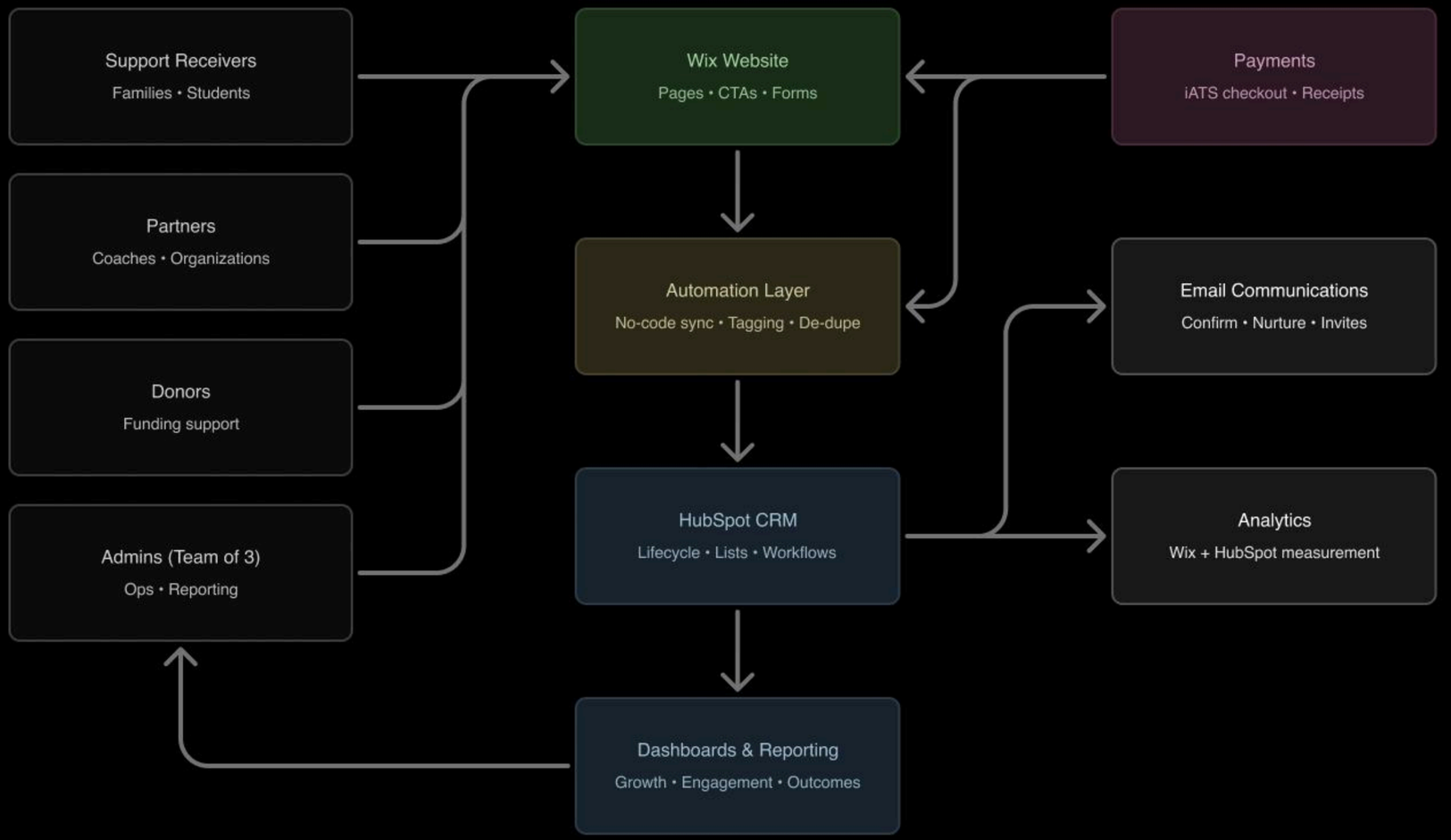
- **Age**: 32
- **Location**: Rural Texas
- **Education**: High school diploma
- **Ethnicity**: Hispanic
- **Family Status**: Single mother of two
- **Occupation**: Part-time retail worker

- **Goals and Needs**: Seeking financial education to better manage her income, save for her children's education, and improve her living conditions.
- **Motivations**: Desire to provide a stable and secure future for her children.
  "I want to know if RAISE Texas is an organization I can depend on. I want their help if I can make an impact on the financial education system. I also want financial education and advice from the trusted sources that this organization facilitates that I wasn't given an opportunity."
- **Frustrations**: Overwhelmed by the complexity of financial planning and lack of accessible resources in her area; Unable to navigate the site easily + find desired information
- **Everyday Activities**: Balancing work, childcare, and household management. Searches online for financial advice and support services during her limited free time.
  a. View testimonials / stories
  b. Receive financial advice from coaches that RAISE arranged
  c. Read newsletters if opted in for curated financial news audited by RAISE Texas experts

- **Device and Internet Usage**: Primarily accesses the internet through a smartphone.

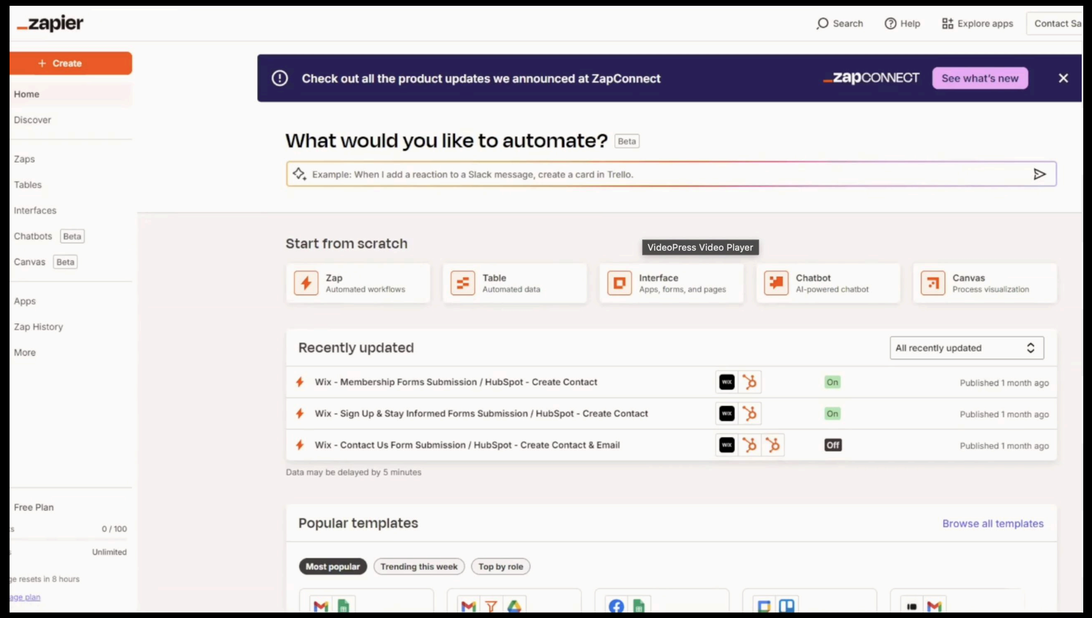
"I want to make smarter financial decisions but don't know where to start."

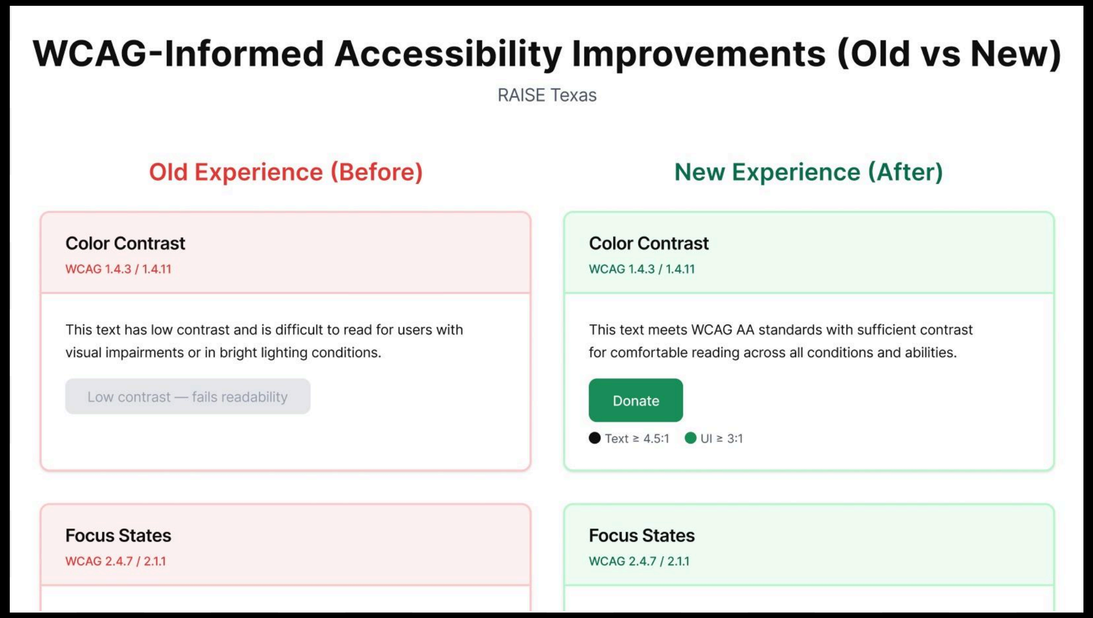
"I want financial education and advice from the trusted sources that this RAISE Texas facilitates. I can support my family with this provided help in this financial landscape."



System Design

Solution – Zero-Code Ops as a Business Strategy





System Design (data flow)

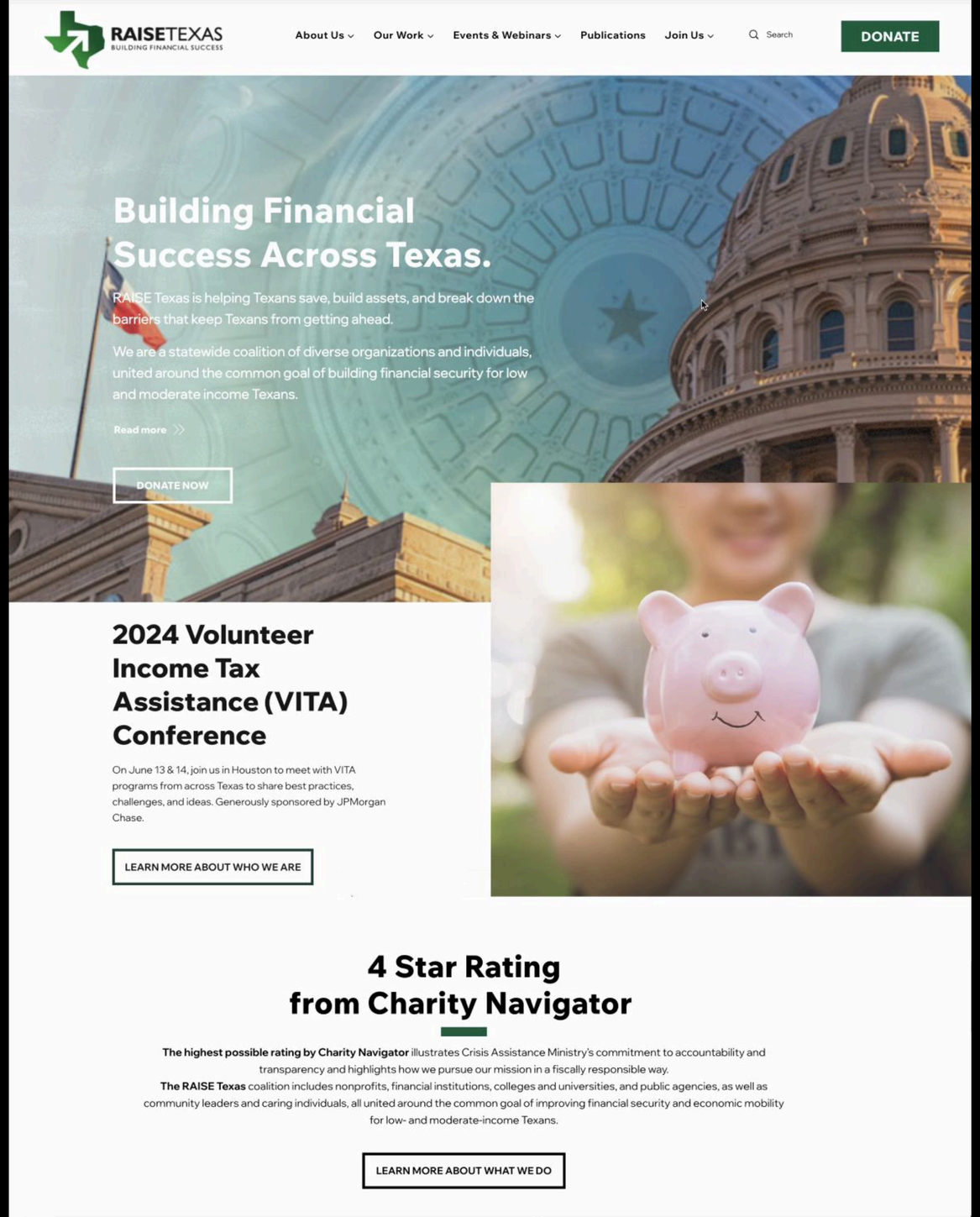
Wix pages + forms → Automation sync/tag/dedupe → HubSpot contact records + lifecycle → lists/workflows → dashboards & reporting

Accessibility as a core requirement

We implemented ADA/WCAG-aligned patterns (semantic headings, visible focus states, clear form errors), ensured translation readiness (content structure + scalable templates), and improved search and discoverability for resources and programs.

Solution – Zero-Code Ops as a Business Strategy

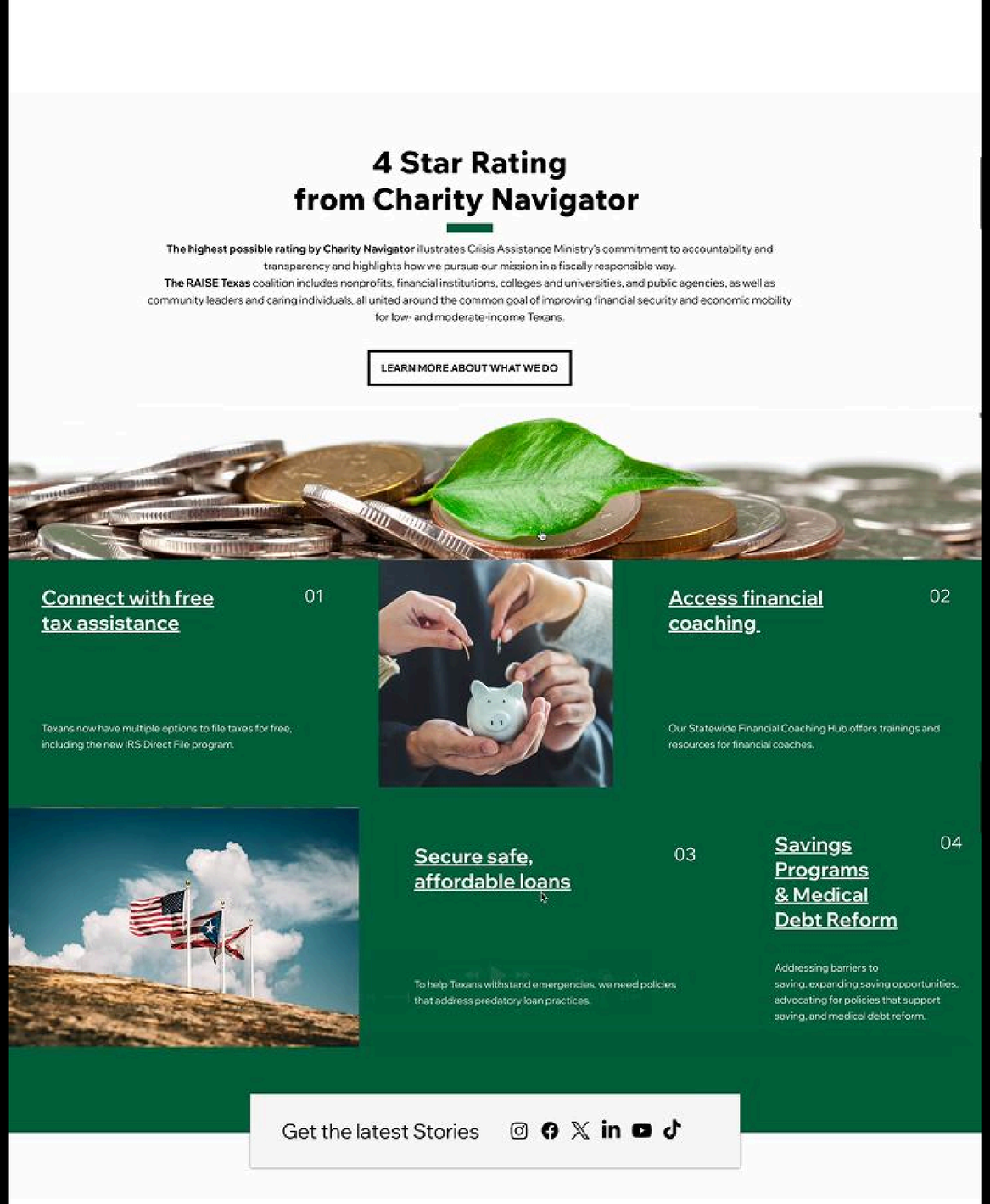
We designed a surround-sound supporter journey—consistent messaging, interaction patterns, and data flow across every touchpoint.



Solution – Zero-Code Ops as a Business Strategy

Designed for urgency, trust, and action

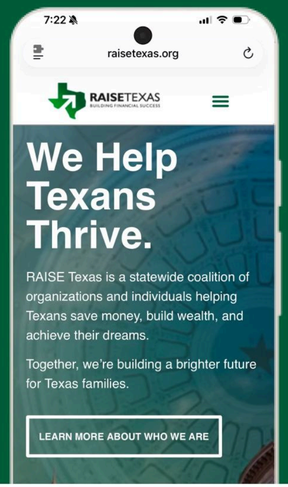
- High-contrast layouts to surface critical information
- Direct calls to action (Donate, Subscribe, Events)
- Human-centered storytelling and testimonials
- Consistent UI patterns to reduce cognitive friction

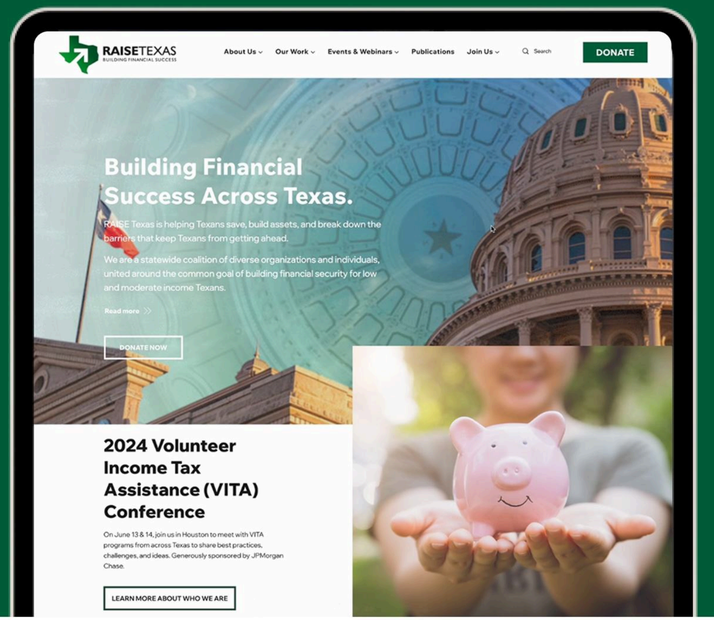


Brand System & Expression

A unified identity built for clarity and urgency:

- Green Texas silhouette (local trust, stability, statewide impact)
- Hand-drawn arrow (momentum, testimony, forward movement)
- Consistent green CTA rules for Donate and primary actions across channels
  Delivered as modular templates + guidelines so the nonprofit can maintain the system independently.





Logo Anatomy

RAISETEXAS
BUILDING FINANCIAL SUCCESS

Place-Based Trust

Texas silhouette anchors identity in local geography

Momentum & Testimony

Upward arrow symbolizes growth and forward progress

Color + Components

Primary Palette

Texas Green	Deep Green	White	Black
#006838	#0A4E2E	#FFFFFF	#000000

Call-to-Action Buttons

DONATE

LEARN MORE ABOUT WHO WE ARE

Foundation: Typography

Ready to use

Font family

Impact

We transformed the digital presence from a maintenance burden into a **mission-operated system**—accessible, measurable, and owned by a 3-person team—so RAISE Texas can scale trust and action statewide.

Engagement KPIs

- Increased subscriptions and event engagement
- Clearer donor and partner conversion paths
- Positive stakeholder feedback during pilot rollout
- Tip: replace these with concrete numbers (conversion rate, signups, registrations, open/click rate).

Human ROI

- Staff time reallocated to mission delivery
- Reduced cognitive and operational burden
- Improved confidence in data and reporting
- Clear visibility into statewide impact

> “RAISE Texas is deeply grateful for the incredibly talented team we have been partnered with through Force For Good. Their support has been invaluable, and collaborating with them has been a truly rewarding experience.”
>
> ***Elizabeth Colvin, JD***, *Executive Director, RAISE Texas*

Final Reflection

Design is not decoration—it is *infrastructure*.

When creative systems are built with emotional resonance and operational clarity, they compound over time. This work shows how UX + visual design, treated as one system, can materially improve lives at scale — especially when small teams are equipped to own and evolve their tools.

Sponsored by **JPMorgan Chase & Co.**

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