VENICEWEBDESIGN®
A DIGITAL EXPERIENCE COMPANY

CASE STUDY

Reid Temple Senior Services

CLIENT	ORGANIZATION	WORK DONE
Reid Temple Senior Services	**Nonprofit, senior services**	**Website, Zoom setup, YouTube channel**

33% **increase in attendance** compared to before the pandemic, as Bible classes moved online.

Enhancing Senior Services During the Pandemic: A Case Study of Reid Temple Senior Services

01.

Introduction

When COVID-19 closed the doors, Reid Temple's seniors still needed their weekly Bible class and their community. **We helped them gather online instead.**

Reid Temple Senior Services (RTSS) is an organization dedicated to providing in-house day services to seniors, with a focus on fostering a sense of community and spiritual growth. Weekly Bible classes have been a cornerstone of their program, providing a meaningful and engaging experience for attendees. However, when the COVID-19 pandemic struck, the facility had to close its doors, presenting a significant challenge to RTSS. This case study explores how RTSS successfully transitioned their services online, ensuring the continuity of Bible classes and other activities, despite the technical limitations of their senior community.

02.

Challenge

The closure of RTSS due to the pandemic posed several challenges for the organization. They needed to find a way to continue providing Bible classes and other activities to their senior community. However, the majority of their members were not technologically savvy, requiring additional support to participate in online programs. RTSS staff needed training to assist senior attendees with limited technical expertise.

03.

Solution

To address these challenges, RTSS, with the assistance of Venice Web Design, implemented a comprehensive solution that focused on user accessibility and support. The following strategies were employed:

- **Building a user-friendly website:** Venice Web Design developed a new website with a design tailored to the needs of their senior user community. The website utilized a standard font style and increased font size (12px) to ensure easy readability for older adults.
- **Assistance with Zoom account setup:** Venice Web Design provided support to RTSS by assisting in the setup of Zoom accounts and facilitating the recording of Bible classes. This allowed RTSS to conduct live virtual sessions and provided an option for participants to view recorded classes later.
- **Creation of an RTSS YouTube account:** To extend the reach of their Bible classes and other activities, a YouTube account was created for RTSS. This platform allowed them to upload recorded Bible classes and share them online, enabling easy access for their senior community.

04.

Results

The implementation of the above solutions yielded several positive outcomes for RTSS:

- **Increased attendance:** Despite the physical limitations imposed by the pandemic, RTSS experienced a notable 33% increase in attendance compared to the pre-pandemic period. The virtual format of the Bible classes made them more accessible to a wider audience, attracting new participants and strengthening the sense of community among seniors.
- **Enhanced donation capabilities:** The new online presence of RTSS, including the website and YouTube channel, enabled the implementation of online giving capabilities. As a result, RTSS experienced increased donations, providing financial stability to support their programs and services.
- **Virtual Health & Wellness program:** Recognizing the importance of holistic well-being, RTSS expanded their services to include a virtual Health & Wellness program. This program featured exercise and nutrition videos, allowing seniors to prioritize their physical health from the safety of their homes.
- **Photo Gallery for personal event sharing:** The website's Photo Gallery feature enabled members to connect and share personal events, fostering a sense of community and allowing seniors to stay engaged with one another despite physical distancing measures.

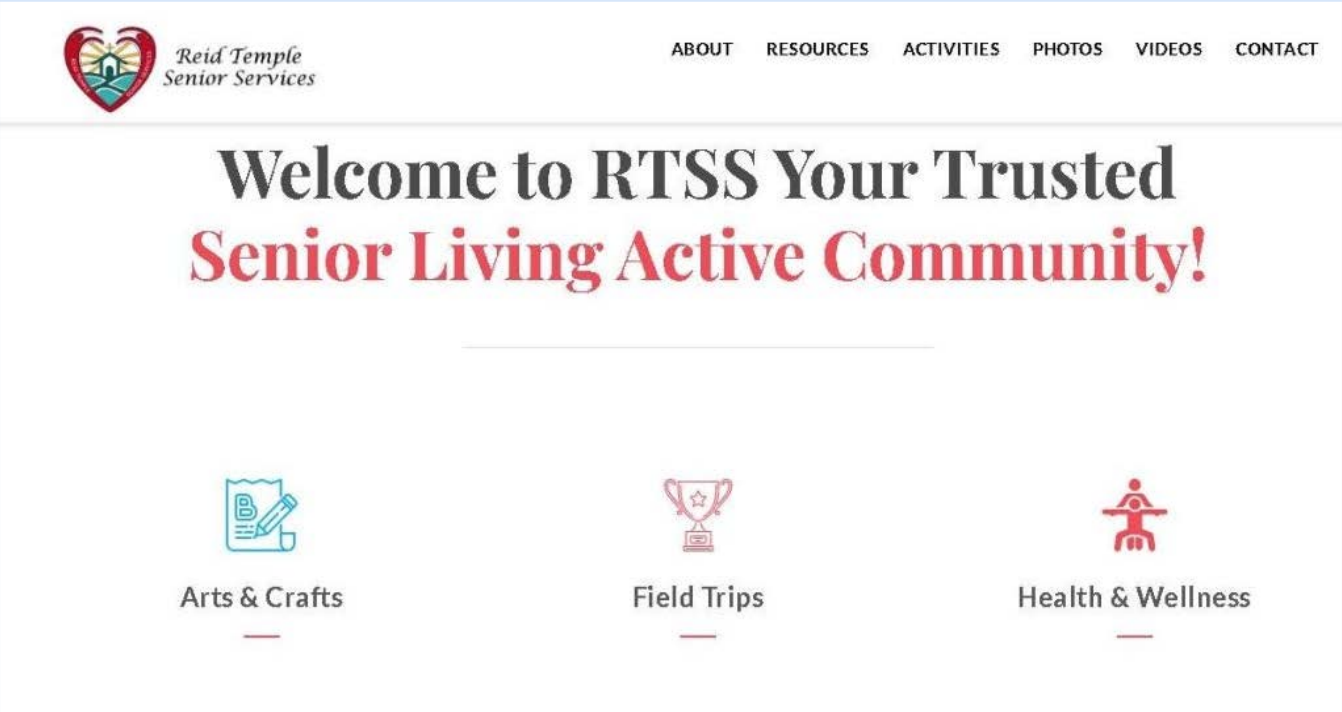
05.

Conclusion

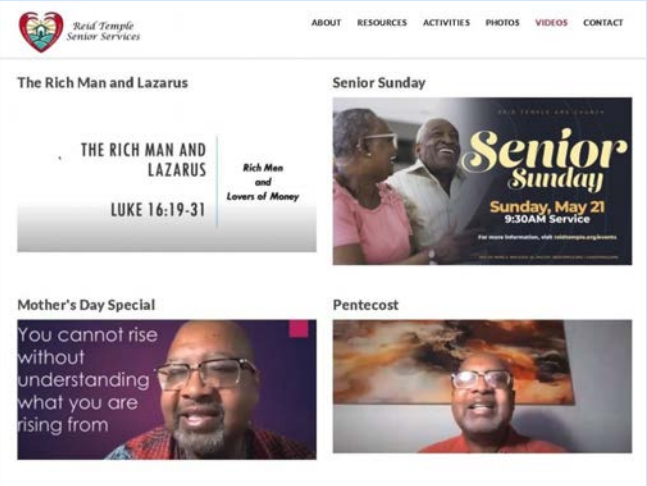
Reid Temple Senior Services kept its senior community together through the pandemic. With a senior-friendly website, Zoom classes, and a YouTube channel, RTSS kept its Bible classes going, grew attendance by 33%, added online giving, launched a virtual Health & Wellness program, and gave members a place to share personal events and stay connected.

06.

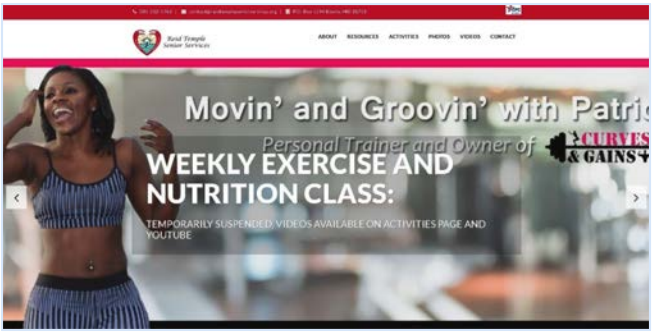
The Finished Site



The new RTSS homepage



Videos page for recorded Bible classes



Homepage banner pointing members to exercise and nutrition videos

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LET'S TALK ABOUT YOUR PROJECT

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