



Amazing WordPress website helps nonprofit health organization to connect youth and school children



Client Business Description

MDJunior is a **student-run nonprofit health organization** that mobilizes youth to bridge the **health** gap. They engage high school and college students collaboratively through social enterprise.

Using a unique service-learning methodology for empowering youth in health, MDJunior is able to address pressing **community health problems**. With a 7-year history, their approach is time-tested and has inspired thousands of students at over 35 Chapters across the **United States**.

Company Background

The scope of nonprofit organizations has changed dramatically in the past couple of years. Our Customer, MDJunior realized the need of an extremely **user-friendly, responsive and dynamic** website which could not only help them with **content management** and display but also raise charity and engage new donors. They approached [BeyondKey](#) with the initial requirement of website, already with the basic content and concept.

Our Solution

Working on a website response for any nonprofit organization is far different than any other product or commercial website. Our **WordPress** experts had already researched the basic needs of such a website.

We built a website for the customer which had the following key aspects:

- ◆ Highly engaging and interactive
- ◆ Extremely sober yet stylish theme
- ◆ Incorporate visuals for storytelling
- ◆ Appealing pages so visitor is prompted to read and react
- ◆ Responsive to all devices
- ◆ SEO friendly and optimized
- ◆ Uniform theme and branding all over the webpages
- ◆ Content can be managed without technical assistant
- ◆ Social sharing integration
- ◆ Make the site donor friendly.



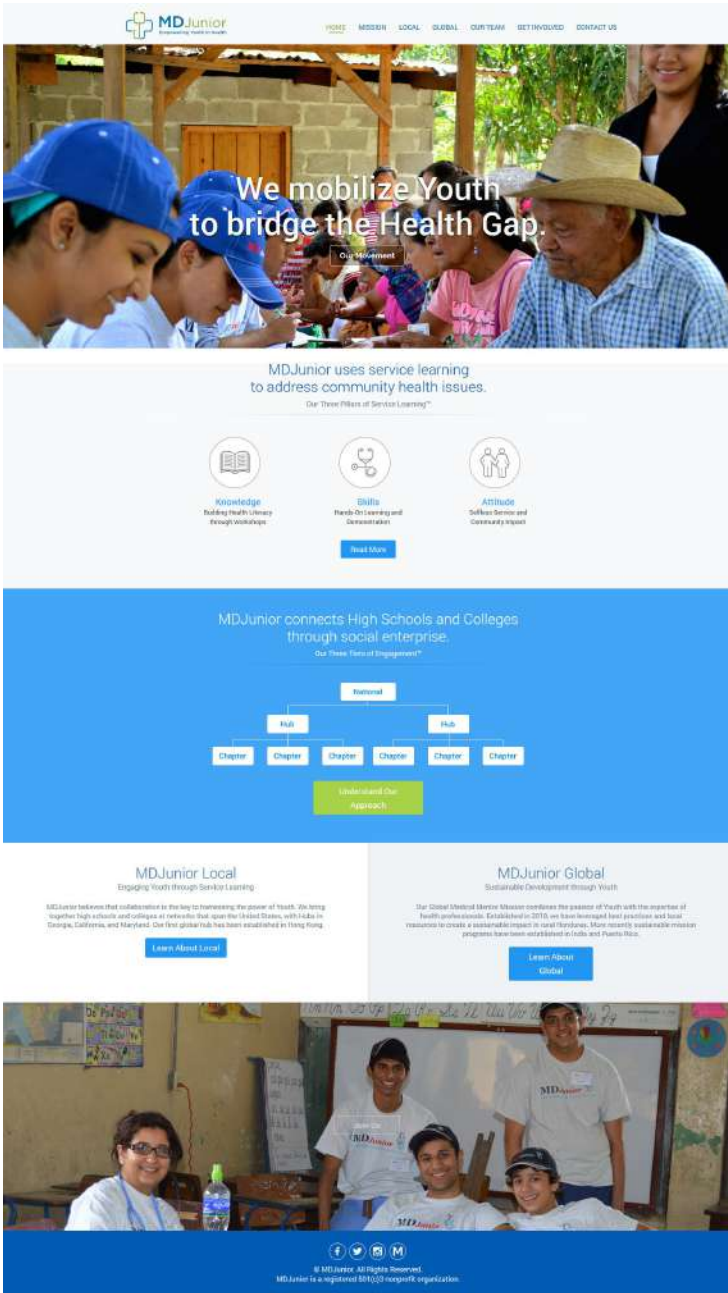
Results

MD junior teammates are a group of young enthusiastic people coming from various domains and expertise areas. They had so different level of imaginations for website look and feel but their motto was very clear. They wanted a visitor **to not only read the content but also give their details**. They also wanted a **user-friendly website**. They wanted to build a **trust and empathy** with the visitors so they come back and join the community.

Beyond key understood their requirement immediately and delivered the amazing website which helped MD junior with the following results:

- ◆ Clearly indicates mission, values, and goals of the organization
- ◆ Display content to increase supporters
- ◆ More and more college students are youth are attracted
- ◆ Social media engagements have increased
- ◆ Organization followers have drastically increased
- ◆ Trust and empathetic relationships built up
- ◆ Supports bonding improved

Refer Website Screenshots below



The homepage features a navigation bar with links: HOME, MISSION, LOCAL, GLOBAL, OUR TEAM, GET INVOLVED, CONTACT US. The main header image shows youth and an elderly man with the text: "We mobilize Youth to bridge the Health Gap. Our Movement". Below this, a section states: "MDJunior uses service learning to address community health issues. Our Three Pillars of Service Learning™".

- Knowledge:** Building Health Literacy through knowledge. [Read More](#)
- Skills:** Hands-On Learning and Demonstration.
- Attitude:** Selfless Service and Community Impact.

A diagram shows the organizational structure: National (Hub) -> Chapter -> Chapter -> Chapter -> Chapter -> Chapter -> Chapter. A button says "Understand Our Approach".

Two columns describe:

- MDJunior Local:** Engaging Youth through Service Learning. MDJunior believes that collaboration is the key to transcending the power of health. We bring together high schools and colleges or networks that span the United States, with hubs in Georgia, California, and Maryland. Our first global hub has been established in Hong Kong. [Learn About Local](#)
- MDJunior Global:** Sustainable Development through Youth. Our Global Medical Mentor Mission combines the passion of Youth with the expertise of Health professionals. Established in 2010, we have leveraged local expertise and local resources to create a sustainable impact in rural Honduras. More recently sustainable mission programs have been established in India and Puerto Rico. [Learn About Global](#)

At the bottom, a photo shows MD Junior staff in a classroom. Social media icons for Facebook, Twitter, Instagram, and LinkedIn are present. Footer: © MD Junior. All Rights Reserved. MD Junior is a registered 501(c)(3) nonprofit organization.



The global page features a navigation bar with links: HOME, MISSION, LOCAL, GLOBAL, OUR TEAM, GET INVOLVED, CONTACT US. The main header image shows a group of MD Junior staff with the text: "Global Medical Mentor Mission".

Global Medical Mentor Mission
 Give once and you create anticipation.
 Give twice and you create anticipation.
 Give three times and you create expectation.
 Give four times and it becomes entitlement.
 Give five times and you establish dependency.
Bob Lupton, Toxic Charity

Many medical missions go to other countries to simply give aid. MDJunior doesn't.

We extended our Service Learning approach internationally to specific most needy communities, while incorporating global health best practices to receive sustainable impact. Established in 2010, MDJunior has been conducting bi-monthly, week-long service missions to rural communities in Southeast Honduras. "Now" MDJunior in 2017 set up a sustainable global medical mentor mission program in India, and most recently in 2018 in Puerto Rico as part of the hurricane relief efforts.

Several key elements of our approach to Global Health include:

- Focusing on a select group of high-need villages with development plans outlined for 5 years, that track progress and impact.
- Empowering communities to take charge of their own health by establishing Clinics in local schools.
- Combining curative, prevention, and educational programming to holistically develop and dignify rather than simply provide aid.
- Incorporating local knowledge and expertise assessment to build stronger community resources.

Why Honduras?
 Honduras is one of the poorest countries in the Western Hemisphere. 80% live below the poverty line. 1 out of 10 Hondurans have access to sanitation or basic necessities like clean water, access to electricity, or access to medical attention within a 5-hour walk. 1% of Hondurans have access to a doctor or dental professional in their home. The lack of financial support and an outdated public healthcare system and local health-care resources is the root cause. All of the above compounded by the devastating effects of Hurricane Mitch in 1998, which left hundreds of thousands homeless, with many still in precarious and unstable living conditions. Honduras is now a more stable, more dignified nation and a strategic focus. The Youth and we are now together, and excited to do something about it.

Medical Clinics
 We provide necessary curative care for:

- Offering local clinics with medical triage, consult, dental, and pharmacy services, helping health professionals.
- Empowering Youth to play a key role in the medical process to maximize defined care and impact.
- Providing medical and sanitation materials from donations and surplus supplies in the local market.

Public Health Projects
 We address issues in the most basic way:

- Building community health and social organizations to coordinate care where it's needed most.
- Conducting health education, awareness events, to teach basic health techniques to villages on topics of hygiene, sanitation, and hygiene.
- Building animal flour, sanitation facilities, safe water storage, food and produce with water tanks.

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