

Beyond Nursing Experience

A rebuild of [bnexperience.org](#) and the 2026 sponsorship deck, so the brand sponsors meet online matches the one they are pitched.

CLIENT

Beyond Nursing Experience Inc., 50(c)(3)

SCOPE

Website redesign on Wix, sponsorship deck

LAUNCHED

July 22, 2026

DESIGN + BUILD

Tahisha Charles
M3 Multimedia Agency

PROJECT OUTCOMES

Website and sponsorship deck - 2026

5×

Top sponsorship tier, from \$10K to \$50K

3

Confirmed 2026 partners

16

Slides in the new deck, rebuilt from 9 Canva pages

Jul. 22

New site live, nearly four months before the summit

01 • THE CHALLENGE

The old site told a smaller story than the pitch.

Sponsors who read the 2026 deck and then clicked through landed on a template that looked nothing like the brand they had just been sold.

1

A hidden hero

A strong group photo sat under a translucent pink box that covered most of it.

2

Event details locked in a flyer

The next event lived inside one embedded image. Nothing in it could be read as text, searched or updated.

3

A one-line sponsor ask

Sponsors got an invitation to email for details, with no audience data or past partners. A newsletter from took more room.

4

A founder story that fought its layout

Condensed headings and centered, justified body text made a personal story harder to read.

02 • THE APPROACH

The deck became the source of truth.

Its copy already framed BNE the way the organization wanted to be seen. The visual reference was premium women's leadership events, not nursing associations.

COLOR

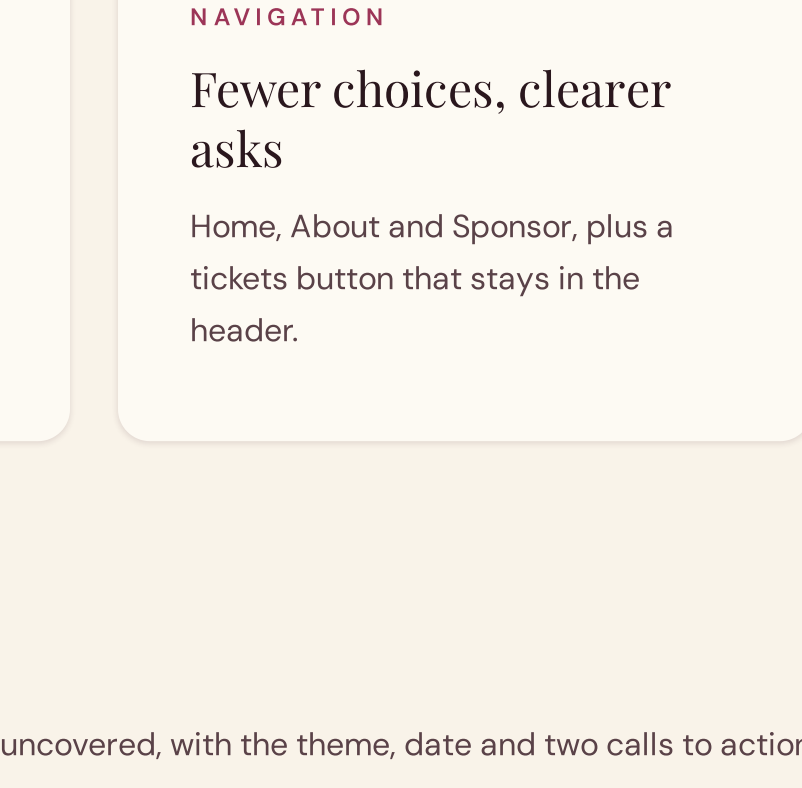
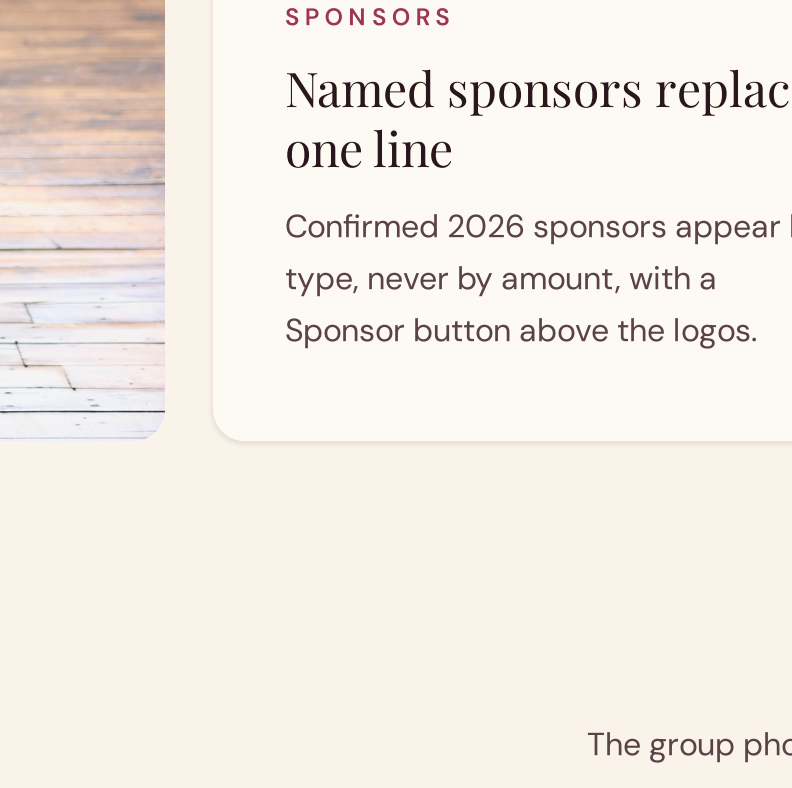


Influence & Impact

5th Annual Summit • Nov. 15, 2026 • Boston

BODY • CLEAN SANS

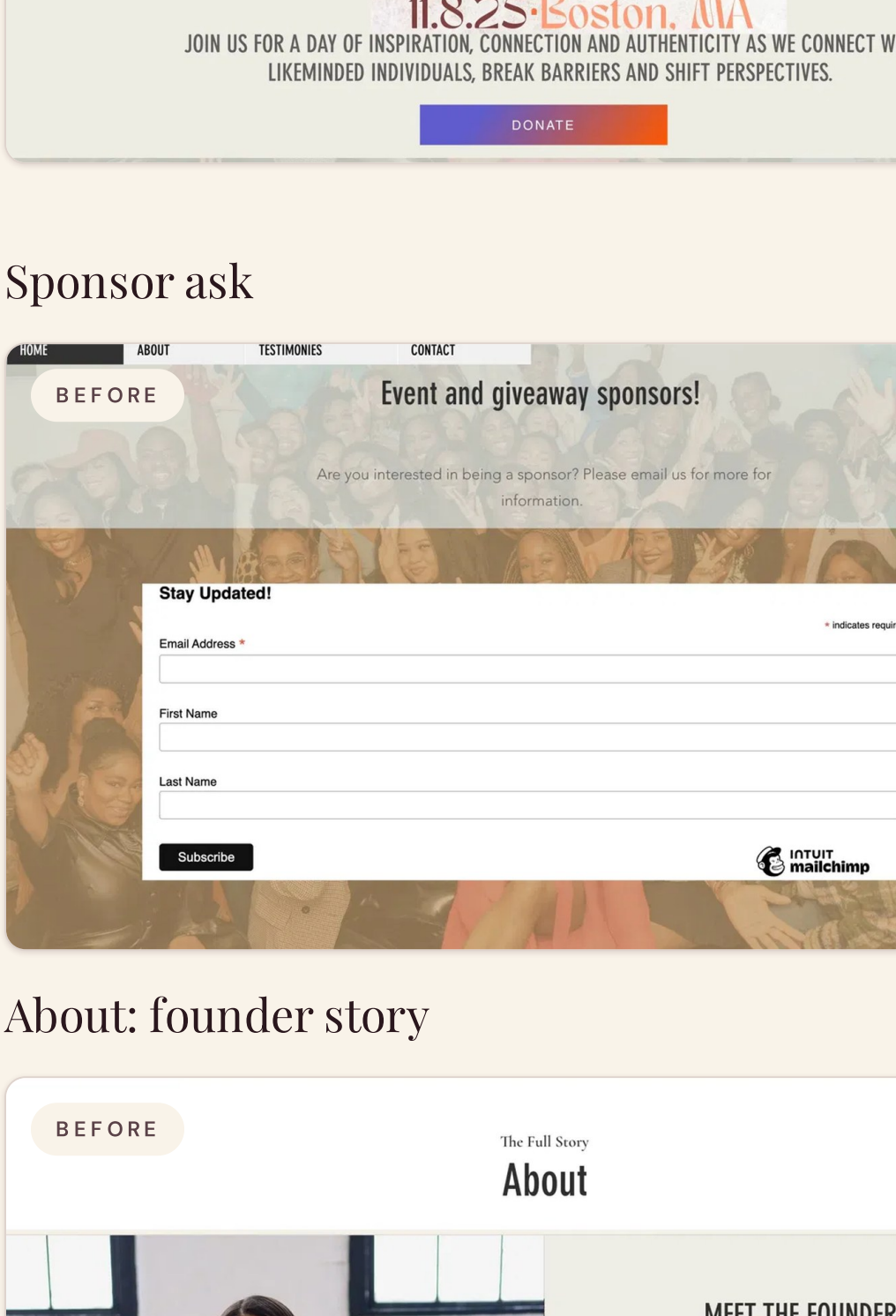
Left-aligned body copy, short sections and wide-spaced blush labels above each block give every page the same rhythm.



Every flyer and placeholder on the site was replaced with BNE's own event photography.

03 • WHAT CHANGED ON THE SITE

Every section now points at something BNE needs.



HOME

The summit theme leads

'Influence & Impact' sits over the full group photo, followed by the date, city, and ticket and sponsor buttons.

ABOUT

Francesca's story, in her voice

Rewritten at full length and set left-aligned, from her plan to become an attorney, to RN, to founding BNE in 2022.

SPONSORS

Named sponsors replace one line

Confirmed 2026 sponsors appear by type, never by amount, with a Sponsor button above the logos.

NAVIGATION

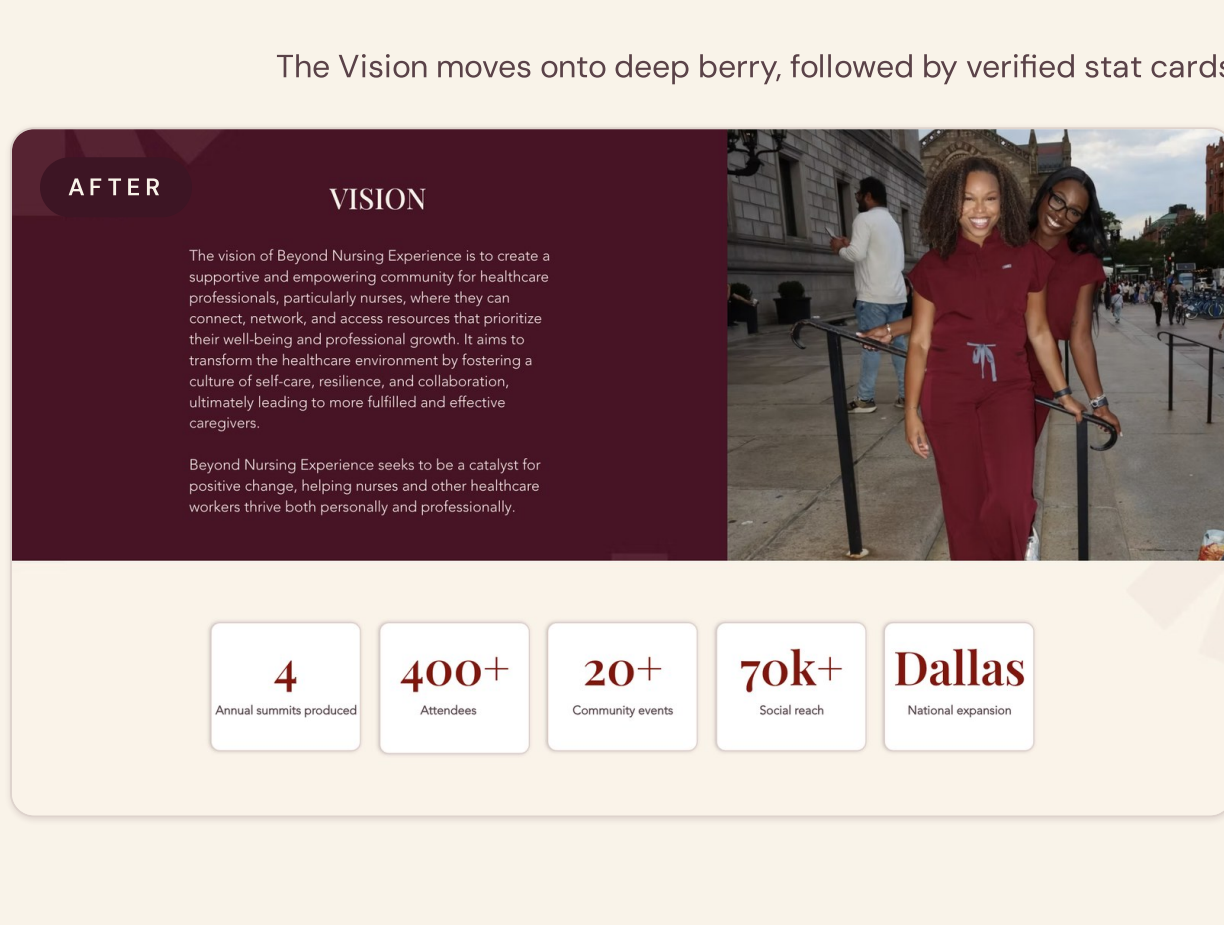
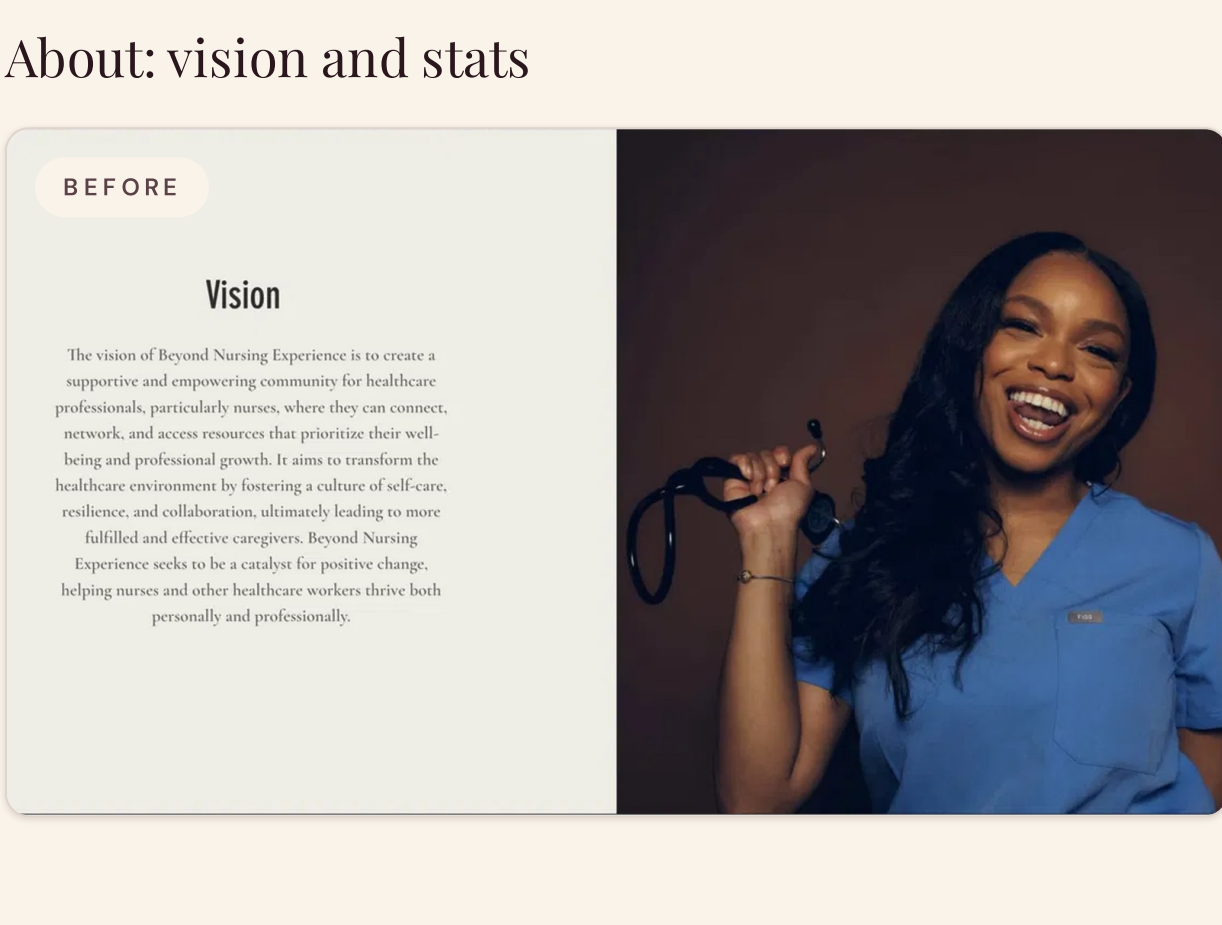
Fewer choices, clearer asks

Home, About and Sponsor, plus a tickets button that stays in the header.

BEFORE AND AFTER • BNEXPERIENCE.ORG

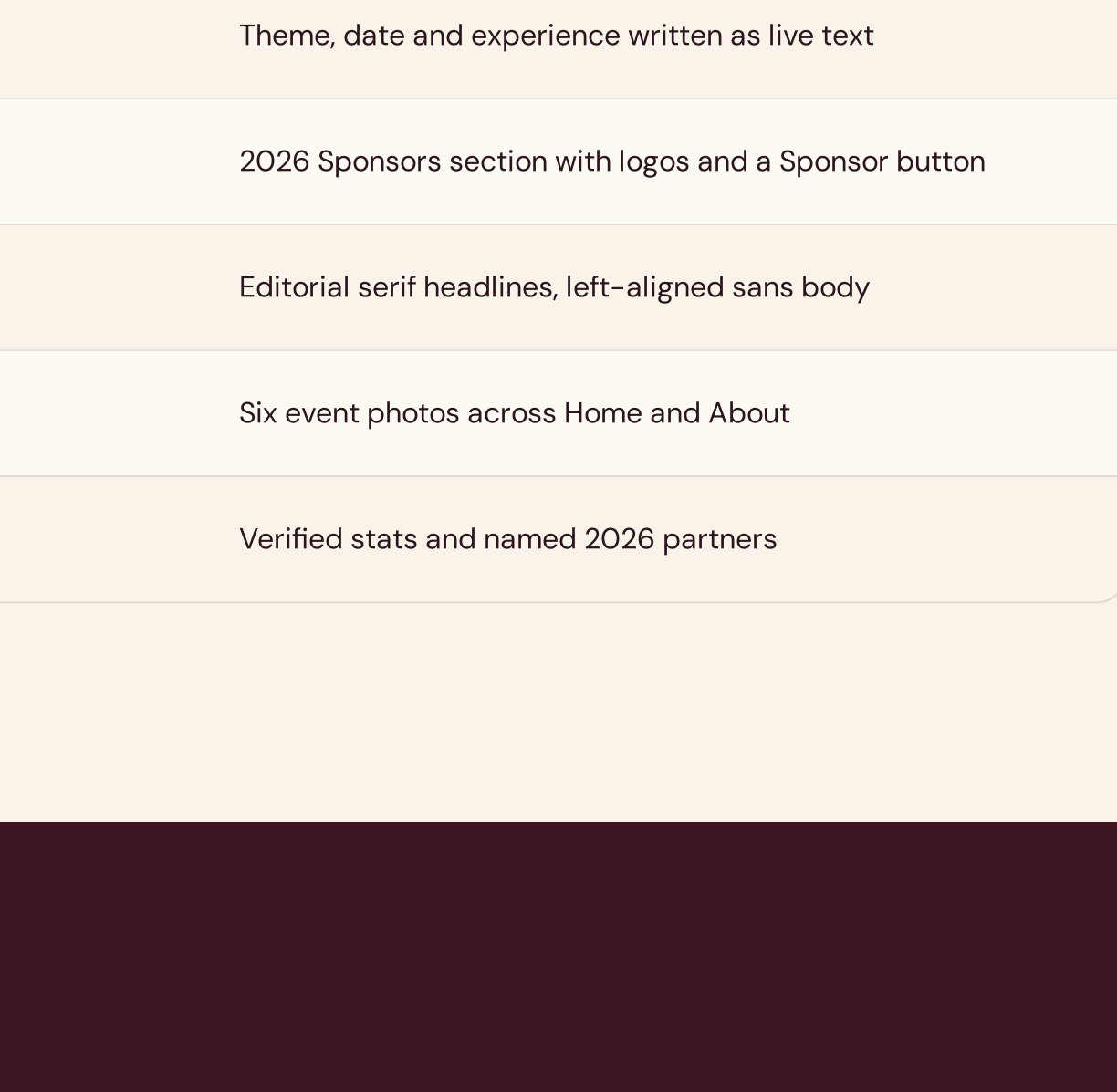
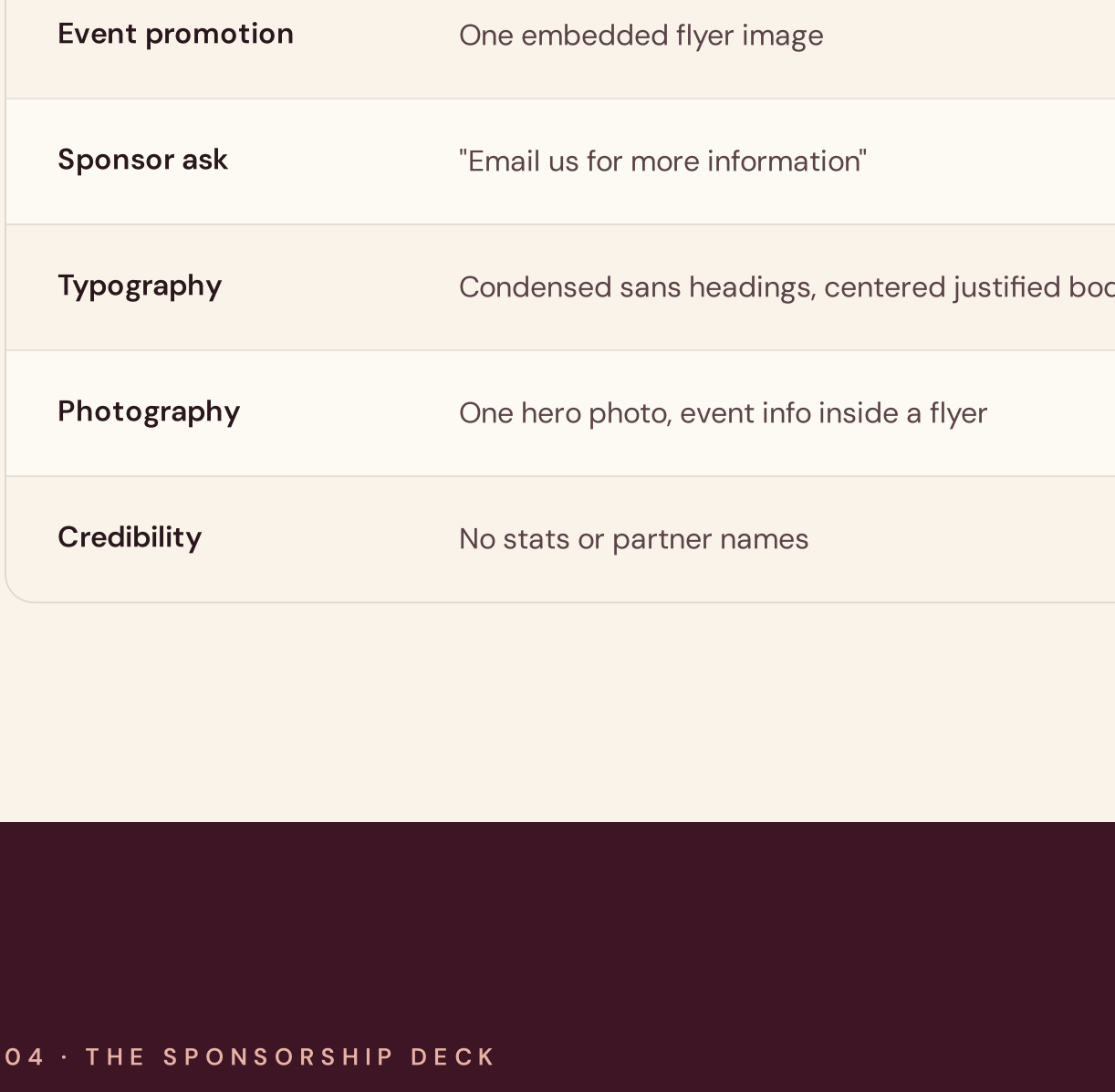
Hero

The group photo uncovered, with the theme, date and two calls to action



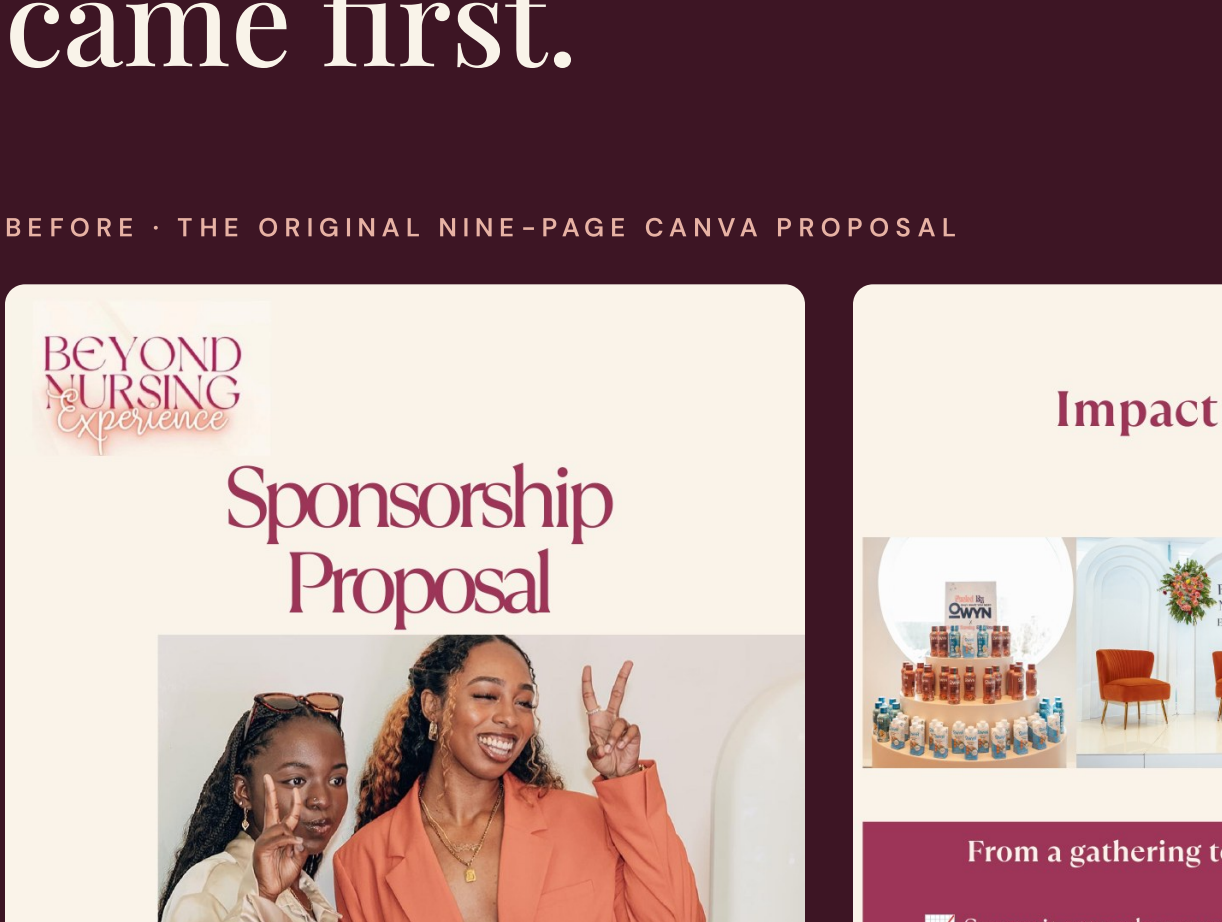
Event promotion

A flyer image becomes live text in the Theme and Why Attend sections



Sponsor ask

One email line becomes named 2026 sponsors and a Sponsor button



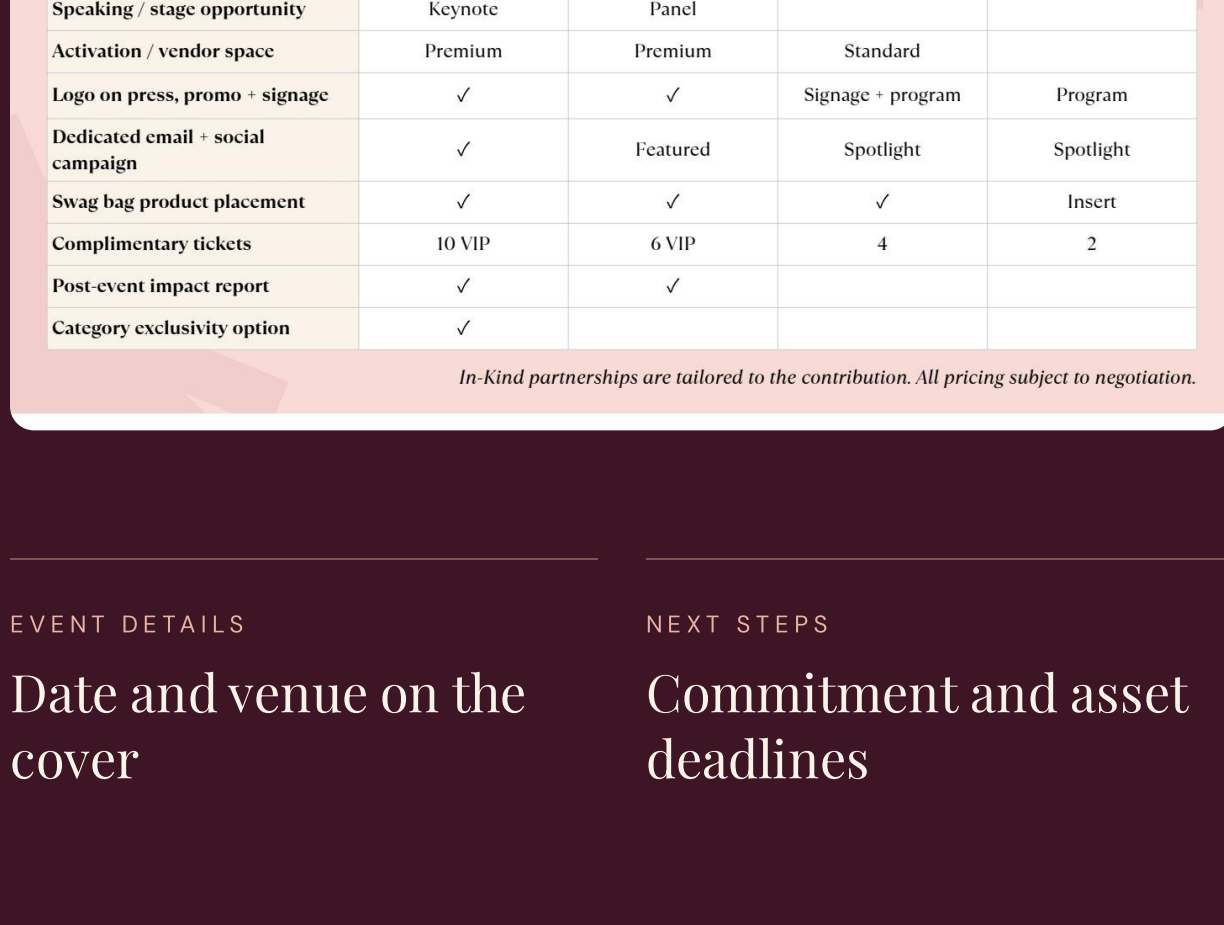
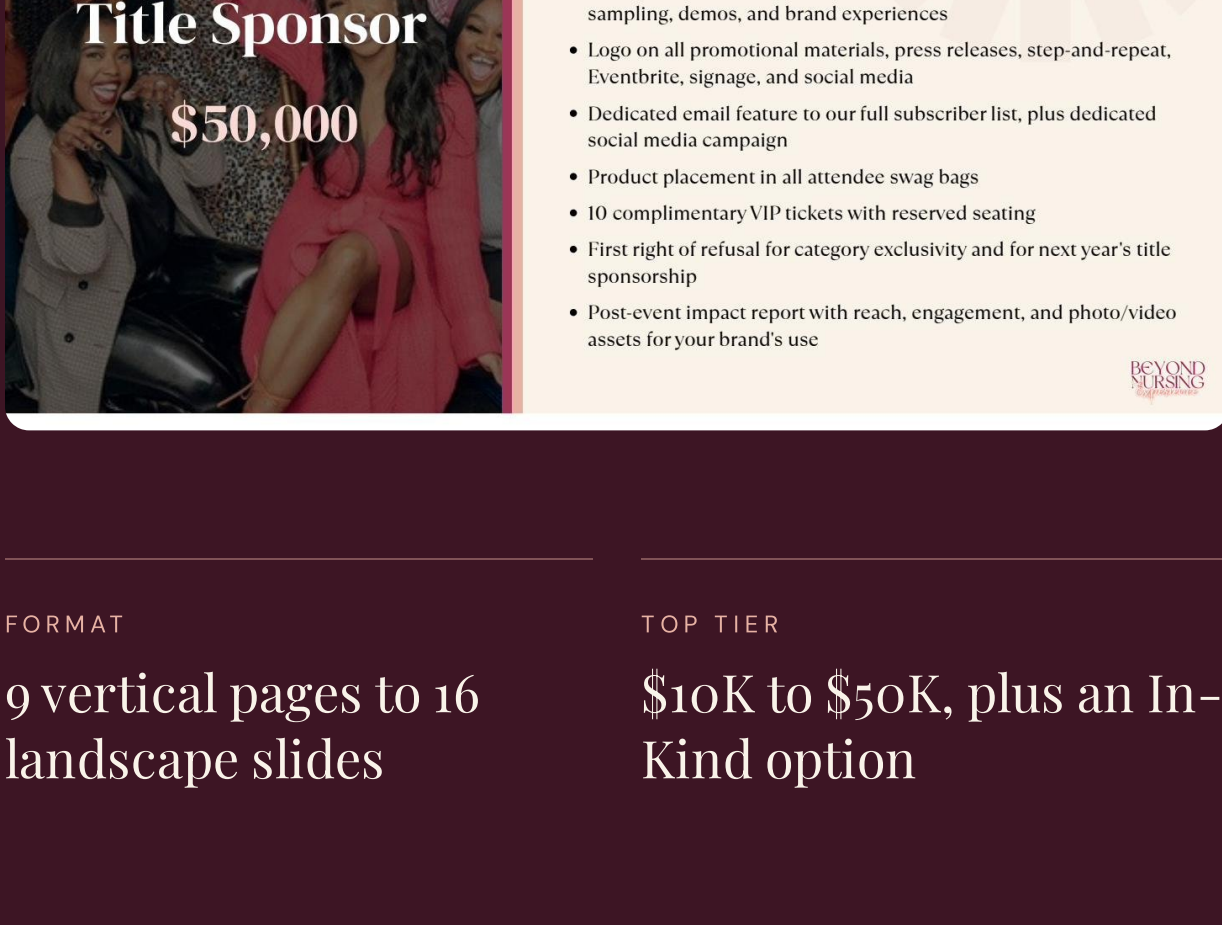
About: founder story

A condensed heading and centered text become a left-aligned story in her voice



About: vision and stats

The Vision moves onto deep berry, followed by verified stat cards



ELEMENT	BEFORE	AFTER
Hero	Photo under a pink box, tagline "You'll leave here encouraged"	"Influence & Impact" over the photo with date, city and two buttons
Event promotion	One embedded flyer image	Theme, date and experience written as live text
Sponsor ask	"Email us for more information"	2026 Sponsors section with logos and a Sponsor button
Typography	Condensed sans headings, centered justified body	Editorial serif headlines, left-aligned sans body
Photography	One hero photo, event info inside a flyer	Six event photos across Home and About
Credibility	No stats or partner names	Verified stats and named 2026 partners

04 • THE SPONSORSHIP DECK

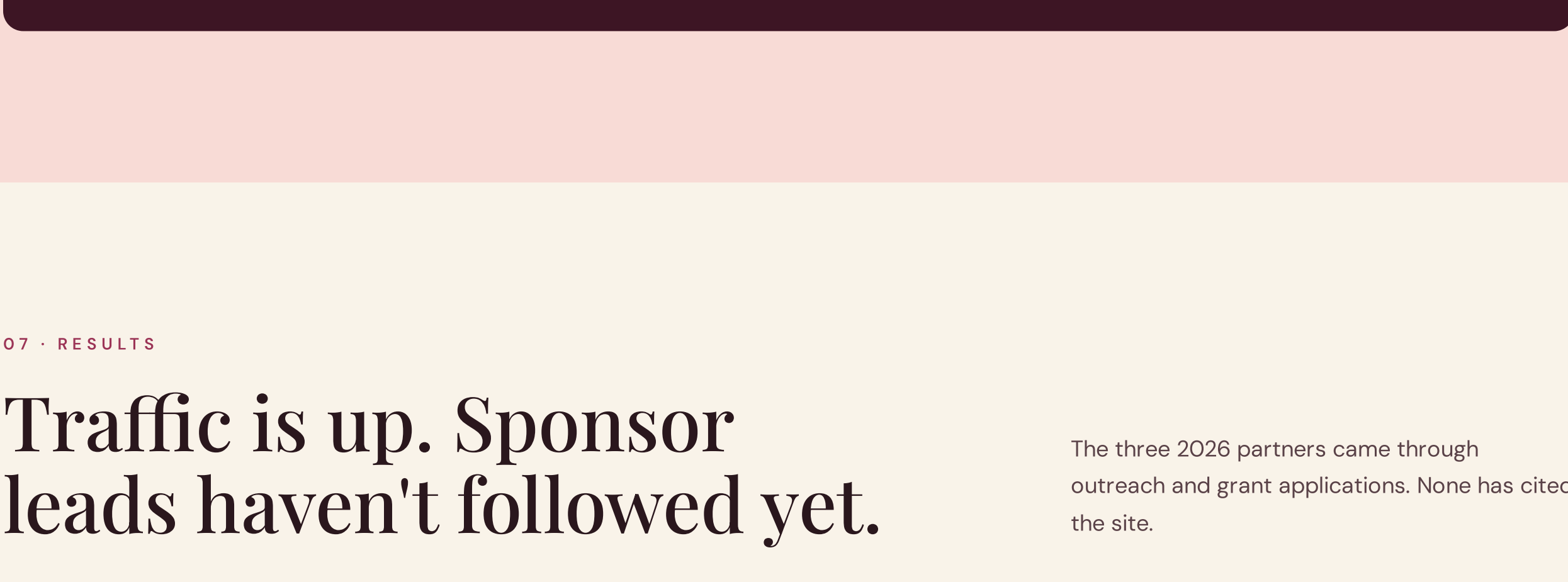
The site was built from the deck, so the deck came first.

The old proposal was a nine-page Canva template, with the template studio's name still visible on one page. The new deck leads with the audience case before any pricing.

BEFORE • THE ORIGINAL NINE-PAGE CANVA PROPOSAL



AFTER • THE 2026 SPONSORSHIP DECK



FORMAT	TOP TIER	EVENT DETAILS	NEXT STEPS
9 vertical pages to 16 landscape slides	\$10K to \$50K, plus an In-Kind option	Date and venue on the cover	Commitment and asset deadlines

Raising the top package gave BNE room to negotiate up with larger brands. The In-Kind tier opened a real path for product companies that can't write a check.

05 • BUILD NOTES

Working around Wix.

Hero readability

A flat overlay gradient over the photo. A two-stop gradient, both stops mostly opaque, kept the crowd visible behind the headline.

Rounded photo cards

Wix photos have no corner radius. Each photo sits inside a 16px-radius container so it clips cleanly.

Section rhythm

Dark sections placed back to back read as one heavy block, so a light section always sits between them.

Transparent header

Page and section backgrounds were set deliberately so the menu stayed readable with no stray color bands.

06 • ACCURACY

A nonprofit pitching sponsors can't afford one inflated number.

Every figure was checked against the deck and confirmed with the founder before launch. Two draft stats were corrected.

5 annual summits

4 annual summits produced

The 2026 summit is the fifth and hasn't happened yet.

1,000+ community members

70K+ social reach

The deck's 1,000+ figure counted social followers, not members.

4 Annual summits produced

400+ Attendees across summits

20+ Community events

70K+ Social reach

Dallas Expansion city

07 • RESULTS

Traffic is up. Sponsor leads haven't followed yet.

The three 2026 partners came through outreach and grant applications. None has cited the site.

Launch month vs. the month before

Jul. 23 to Aug. 21 vs. Jun. 23 to Jul. 22, 2026 • Wix Traffic

Site sessions - 47 +81%

Unique visitors - 25 +47%

Direct sessions - 24 +85%

Google organic sessions - 13 +63%

READ IT HONESTLY

Some of the site is launch week. Daily sessions peaked in the first ten days, while the new site was being shared. Search grew alongside direct visits, which pointed to the new live-text pages being indexed.

57% Sessions on mobile

36 of 47 Sessions from Massachusetts

Month two vs. month one

Aug. 27 to Sep. 25 vs. Jul. 28 to Aug. 26, 2026 • Wix Analytics

Site sessions

57 +39%

Unique visitors

44 +69%

Page views

78 +53%

About page sessions

19 +90%

Home page sessions

52 +37%

Google organic sessions

16 +100%

Bounce rate

71.9% Down 13%

Avg. session duration

2m 46s Down 9%

The About page nearly doubled its sessions, a sign the rewritten founder story is pulling people past the home page. Form submissions and clicks to contact are still at zero.

CONFIRMED 2026 SPONSORS. NOW ON THE SITE

Red Sox Foundation
In-Kind Sponsor

NOCA Beverages
In-Kind Sponsor

MightyGood
In-Kind Sponsor

WHAT'S NEXT

October is the first real conversion test.

Ticket sales open in October. Click tracking on the ticket and Become a Sponsor buttons will show whether visitors act on either.