

New Mindset



Rethinking your Business

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The North West Air Ambulance (NWAA) provides a helicopter ambulance service covering the North West of England from Cumbria to Merseyside. The organisation receives no public funding and depends on donations and its own fund-raising activities.

The Challenge :

The North West Air Ambulance uses its website, which was built with funding support from GME, to support its fund-raising and publicity activities. The website has served the organisation well. However, the organisation now requires a smarter approach to its internet activities and a new strategy needed to be designed to take advantage of e-commerce and start generating revenue directly from the website.



Did you know...? It costs over £1m a year to keep Katie in the sky.

If you would like to make an online donation visit the NWAA website .



The Solution:

New Mindset worked with NWAA to provide an integrated e-commerce solution which enables NWAA to sell its products and services directly via the new online shop.

New Mindset also developed a Content Management system to enable NWAA to manage its own regular web content.

To find out more about the North West Air Ambulance visit

www.northwestairambulance.com

**Think you have what it takes.....
Are you ready for a New Mindset...?**

...then contact our Head Office on
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