



# CASE STUDY

## AISN Modernizes Website for Virginia Veterans Services Foundation

To better engage donors, amplify its mission, and strengthen its digital presence, VSF needed a modern, user-friendly website with excellent functionality as well as strong accessibility and security. AIS Network reimagined the site with a bold, patriotic design that reflects the spirit of service and improves navigation, engagement, and donations across devices. In addition to content migration, AISN upgraded the hosting environment to meet Commonwealth standards and continues to host, secure, and support the site.

## Client

Serving nearly 700,000 veterans and their families, the Virginia Veterans Services Foundation provides supplemental funding for healthcare, employment, and financial aid programs when state and federal resources are unavailable. An independent agency of the Commonwealth, VSF also supports veterans in crisis through donor contributions.

## Challenge

VSF's legacy website was outdated, difficult to navigate, and lacked essential security and compliance features. Visitors struggled to find key information, and the donation process was cumbersome—limiting fundraising outcomes. The design did not adequately reflect the foundation's mission or connect emotionally with potential donors and partners. To overcome these challenges, VSF needed a complete redesign that would modernize the user experience, simplify the donation process, and align with Virginia's statewide accessibility and cybersecurity standards.

## Solution

AISN migrated core content into a newly designed website that blends a bold, patriotic aesthetic with modern functionality to better serve veterans and their families. The vibrant, mobile-friendly site includes an improved content management system, empowering VSF staff to update and manage content independently. A secure, streamlined payment system now simplifies the donation process and encourages more online contributions. Hosted in a Commonwealth-compliant environment, the site meets ADA/WCAG 2.2 Level-AA standards, integrates reCAPTCHA, and undergoes continuous security monitoring. AISN also provided staff training and continues to host, secure, and maintain the site to ensure performance and compliance.

## Results

Patriotic and reflective of VSF's critical mission, the new site has transformed VSF's digital presence — boosting donations, increasing engagement, and improving operational efficiency. The streamlined donation platform has led to a measurable increase in online contributions, directly supporting veterans across the Commonwealth and expanding the reach of donor-funded services. Visitors can now navigate the site with ease, access vital resources, and contribute securely from any device. With a more intuitive content management system, VSF staff can update content quickly and efficiently, ensuring that information remains timely and accessible. Most importantly, the site now meets Commonwealth security and accessibility standards. With AISN's ongoing support, VSF is well-positioned to sustain a secure, mission-driven online presence that strengthens its long-term impact on Virginia's veteran community.

