

Solodev DCX Case Study: Bridgeway Community Church



Executive Summary

Bridgeway Community Church (BCC) is one of the largest non-denominational fellowships in Columbia, Maryland, and serves thousands of congregants both locally and abroad through live and streaming services. After experiencing significant growth, BCC sought a modern, cloud-based website to better serve its mobile users, drive new interest across the community through marketing programs, improve ADA accessibility and performance, and develop a custom digital experience for collecting donations online. Solodev DCX – powered by AWS – provided a highly-functional, easy to use content management (CMS) and customer experience platform that enabled their small, non-technical team to take control of their content while growing their digital giving programs – all backed by the security and scalability of AWS.

Customer Challenge

To meet the needs of their congregation – and convert new interest into participation – BCC knew that it needed a website as powerful as its message of hope. They also understood the challenge of competing for Millennial mindshare, and how modern, mobile-first websites and digital experiences were essential for capturing a younger generation of spiritually invested members. By not engaging new audiences, BCC faced an uphill battle towards future growth.

BCC wanted their new website to be the digital expression of open doors and welcoming faces, a resource for local residents to feel loved, accepted and safe. But the local community was only part of their vision. Even with thousands of weekly attendees at their facilities, BCC sought a platform that reached beyond the walls of their church and connected with worshippers around the globe through real-time video streaming of their services. This rich experience would provide a bigger stage for sharing the good work of their members.

To grow and serve their congregation, BCC needed to transform their donation experience and bring it online. While traditional giving during live services was still active, a web-based form provided a faster, easier path with greater choice around giving options – including cash, stocks, or other non-cash assets. Additionally, it enabled BCC to drive its fundraising efforts beyond its geographic communities and engage with donors across the world.

One of BCC's core values is inclusion. To that end, they wanted a website that enabled their disabled congregants to have a seamless experience that promoted "digital equality." Achieving ADA (Americans with Disabilities) accessibility was the bedrock of that goal – and having greater control over the scanning and remediation of their accessibility was central to their transformation. BCC is also a small organization; everyone on their team wears multiple hats but few have the technical background to manage complex coding. While a content management strategy was fully understood, the BCC team needed a CMS platform that was code-free, easy to use, and well-supported.

About Bridgeway



BCC is a mission-focused religious organization. With over 2,000 weekly attendees at their two facilities, they have a strong, multicultural congregation that represents the evolving face of the modern church experience. Along with their standard Sunday services, BCC offers night services, youth ministries, live music, peer groups and more as part of their commitment to inclusion and education. Voted a leading Christian workplace in 2017 by the *Best Christian Workplace Institute*, BCC has also elevated the quality of its internal culture. Like other churches, BCC is dependent on charitable donations to operate their services and programs. As a result, they have been slow to achieve digital transformation given the risks involved with cost and ROI, particularly with advanced, secure enterprise applications for protecting data and improving business efficiencies.



Why AWS

As a religious organization, budget was a key consideration – and hosting in the AWS Cloud presented a multitude of OPEX cost efficiencies, including free SSL. The cloud also presented opportunities to scale as their needs grew in the future, with no long-term contracts or expensive up-front licensing to contend with. With a small IT staff, the AWS Cloud allowed BCC to shift away from hardware considerations and focus purely on their customer experience.

Additionally, the AWS brand evoked market leadership and innovation, not just for enterprise customers but for mission-focused organizations that required the same level of integrated programs to advance their goals. Their commitment to the public sector and not-for-profits gave BCC a solid partner that understood their challenges and the focus on value. Finally, BCC's vision to provide a retail-style donation portal required world-class security and compliance to ensure data protection and privacy, and AWS provided that trust and confidence.

Why Solodev DCX

As an APN Advanced Technology Partner with multiple Public Sector Competencies, Solodev was the ideal partner for BCC. Built from the ground up for AWS – and meeting the rigorous tenants of the AWS Well-Architected Framework – the Solodev DCX platform provided everything BCC would need from a content management and customer experience perspective, all orchestrated through one platform that was fully secure and scalable on AWS.

BCC chose Solodev because it was powerful yet incredibly easy to use. With just a few non-technical staff responsible for the website, the platform had to be user friendly with access to training and support – reducing the burden on their small IT department and minimizing the need for a third-party agency to make changes. Solodev also met their requirements for customizing a retail-style donation portal around their specific needs, delivering a hardened, monitored, compliant experience that protected their donor data. BCC also chose Solodev for their complete design/build implementation services, leveraging their award-winning creative and development skills to bring their experience to life.

Partner Solution

After conducting detailed research and discovery, Solodev worked closely with BCC to understand their community and vision – and craft a truly custom experience. By collaborating with their team, Solodev produced a beautiful, mobile responsive frontend design that set a new standard for modern church websites. Easy to use and navigate, the new BCC website provided a seamless experience for visitors, connecting them to meaningful content within just a few clicks. Solodev also provided the training, documentation, and live support needed to make their team successful.

In addition, Solodev built an array of no-code features on BCC's website, enabling their small communications team with power over their website content. This included a custom "story room" for member testimonials, a landing page manager to reinforce their digital marketing programs, and a robust multimedia manager that enabled streaming video of their services and allowed for scheduling videos and images to the website. To help enable "digital equality" for their diverse members, Solodev helped improve their ADA accessibility – which in turn augmented their SEO performance.

Fundraising is the lifeblood of every congregation. To transform their donor experience, BCC wanted a safe and reliable platform to facilitate giving at any time through their website. Solodev built a secure donation portal that does more than accommodate cash donations – it integrates with BCC’s Donate account, allowing members to make alternative gifts such as cars, boats, stocks, gift cards and more. Everything is handled via their online portal, which provides a compliant retail-style experience.

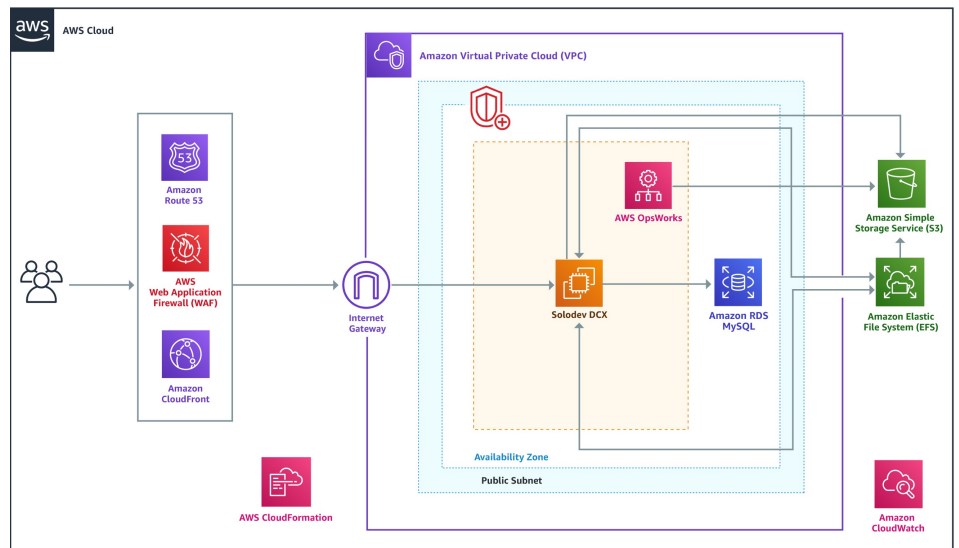
Solodev harnessed the power of the **AWS Cloud** for BCC by orchestrating a number of dynamic services, all automatically deployed via **AWS CloudFormation** within a secure **Amazon Virtual Private Cloud** – and protected by **Amazon Web Applications Firewall (WAF)**.

Solodev DCX Professional Edition – available through the **AWS Marketplace** – was chosen as an ideal configuration for BCC’s traffic, availability, and budget requirements. Solodev DCX was deployed on an **AWS Elastic Compute Cloud (EC2)** server and fully managed by **AWS OpsWorks**, featuring an **Amazon RDS MySQL** database and **Amazon Elastic File Storage** for scaling resources up and down as needed. Objects were stored in **Amazon Simple Storage Service (S3)**, and the application and infrastructure monitored by **Amazon CloudWatch**. BCC also added **AWS CloudFront**, a powerful content delivery network (CDN), to radically improve the speed and performance of their website while elevating redundancy.



Solodev® DCX Professional Edition

AWS Reference Architecture





Results and Benefits

BCC now has a beautiful, modern, easy to use website that truly reflects the spirit and mission of the congregation – and elevates the digital customer experience. Featuring a mobile-first responsive design, their community of users can access resources from any device at any time, from their multimedia and video library to service schedules. Solodev DCX also provided a custom landing page manager, allowing their staff to rapidly create new pages for a variety of programs and events.

From a retail experience perspective, Solodev DCX enabled a trusted platform for digital donations on BCC's website, expanding their channels for giving, streamlining payments, and providing PCI compliance. **The new donor portal allowed BCC to increase their donations significantly.** Solodev also delivered an ADA accessible website, helping BCC ensure digital equality while maintaining their compliance.

By migrating to the AWS Cloud, BCC now has the ability to scale their operations as their congregation grows and add dynamic services in the future. **Shifting from an on-prem solution has enabled greater efficiency and reduced labor costs in managing servers and hardware, further reducing their cost and dependency on IT.**

Next Steps

Solodev continues to support, monitor, and optimize the BCC website, ensuring that both the Solodev DCX software and the AWS infrastructure are running at peak performance. BCC has seen the impact of their digital community transformation, and Solodev will be adding new features to help advance their mission – including a blog module to help build their content marketing strategy and enhance their organic search.

As new AWS services in the AI/ML stack are offered through the Solodev Marketplace, there may be other channels for improving the donor portal experience to drive more giving and engage more effectively with their audience.

About Solodev

Solodev DCX is a content management (CMS) and customer experience platform that lets individuals and teams work together on their digital transformation in the AWS Cloud. Businesses and organizations of all sizes collaborate on Solodev DCX to build feature-rich websites and applications, distribute content across channels and devices, review code, and publish their most ambitious ideas to the world with training and 24/7 support – all powered by AWS. Solodev DCX is available in both single and multi-tenant options, and through the AWS Marketplace in Lite, Professional, and Enterprise Editions, including container deployments for both Docker ECS and Kubernetes EKS. Solodev is an Amazon Partner Network (APN) Advanced Technology Partner ISV with competencies in Government, Education, and Digital Customer Experience. Learn more at www.solodev.com

