NEON ONE

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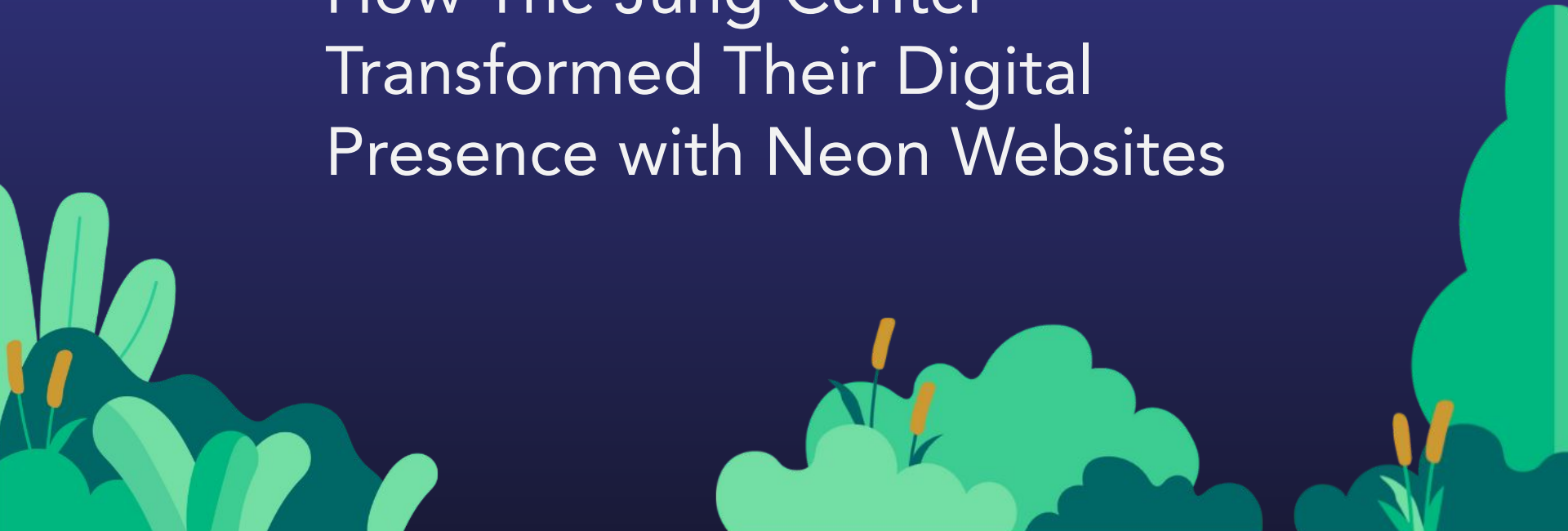
MASTERCLASS

How The Jung Center Transformed Their Digital Presence with Neon Websites



Hello! Please Introduce Yourself

As everyone joins, drop into the chat and introduce yourself using your name and organization.

Introductions

Elissa A. Davis
Director of Internal Operations
The Jung Center

Sam Nyland
Product Marketing Manager
Neon One

Agenda

Meet The Jung Center

The Vision for a New Online Experience

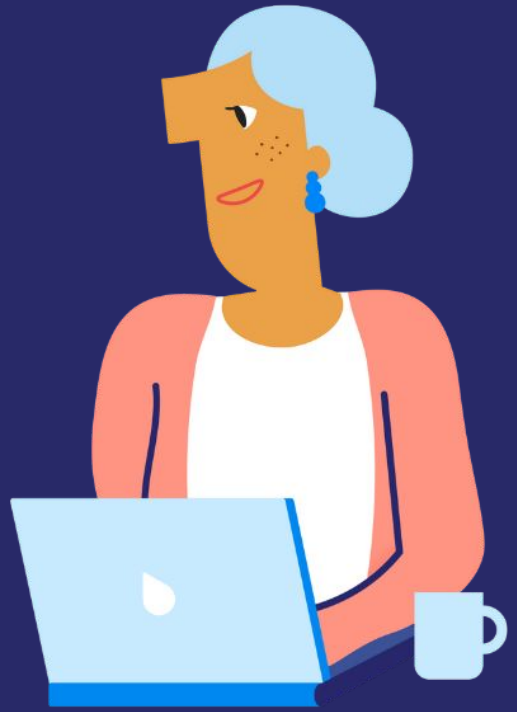
Design & Build Process

Favorite Neon Website Features

Impact & Outcomes

Lessons Learned & Advice

Q&A



Meet The Jung Center

Exploring Meaning, Creativity, and Insight Since 1958

- **Founded in 1958** in Houston, Texas as a nonprofit educational organization
- A trusted **community forum for over 60 years**, offering dynamic conversations on psychological, artistic, and spiritual topics
- **Mission**: To support greater self-awareness, creative expression, and psychological insight—individually, in relationships, and across the community
- Offers **programs and resources** that help people find deeper meaning in everyday life

The Vision for a New Online Experience

Why The Jung Center made the switch to Neon Websites

- Existing WordPress site was limiting and required outside help for most updates
- Wanted more control and flexibility to manage content in-house
- Saw an opportunity to refresh and streamline the existing site—not a full overhaul, but a thoughtful upgrade

Design & Build Process

Bringing The Jung Center's Vision to Life

- Formed an internal workgroup to guide the project—took ~8 months internally for a thoughtful, collaborative process
- Past website redesign challenges made us extra cautious, but the Neon Web team met us with empathy and expertise
- Neon Websites seamlessly blended our existing site elements with new goals and design direction
- Designers responded quickly to last-minute feedback, improving page consistency across the site
- The Neon team provided us with guidance and clear tutorials, giving us confidence to make our own updates moving forward

Favorite Website Features

What Stood Out Most to The Jung Center

Value

The Premium Build offered the best design and build process at a price that fit our budget

Price

We saved nearly ***$20,000***! Eliminated the need for external SEO support and freelance web design

Content Management

Friendly and intuitive builder allows for quick updates without outside help

User Experience

Improved structure, navigation, and design for a more user-friendly experience

CRM Integration

Neon Websites and Neon CRM work together to create a truly connected experience

DEMO
NEON
Websites

Impact & Outcomes

How Neon Websites Made a Difference

Site Structure

Streamlined and overhauled our pages to create a more intuitive and efficient user experience

Visibility

Redesigned the layout to better highlight our key programs and lines of service

Community

Staff and visitors consistently praise the updated design and refreshed look

Brand

Refreshed our color scheme and modernized the overall design

Financial

Significant budget savings have already been realized in the current fiscal year

DEMO
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Websites

Lessons Learned

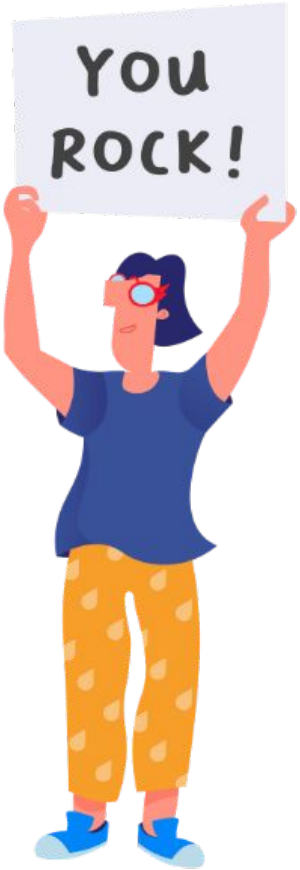
Reflections from The Jung Center's Website Build

- **Building a new website doesn't have to be painful**—a supportive partner makes all the difference
- **Prioritization is key**: Clearly define your *must-haves* vs. *nice-to-haves* early in the process
- **Be ready to compromise**: Not every wishlist item will make the cut—but great alternatives do exist
- **Collaborative problem-solving**: The Neon Websites team offered creative solutions when limitations arose

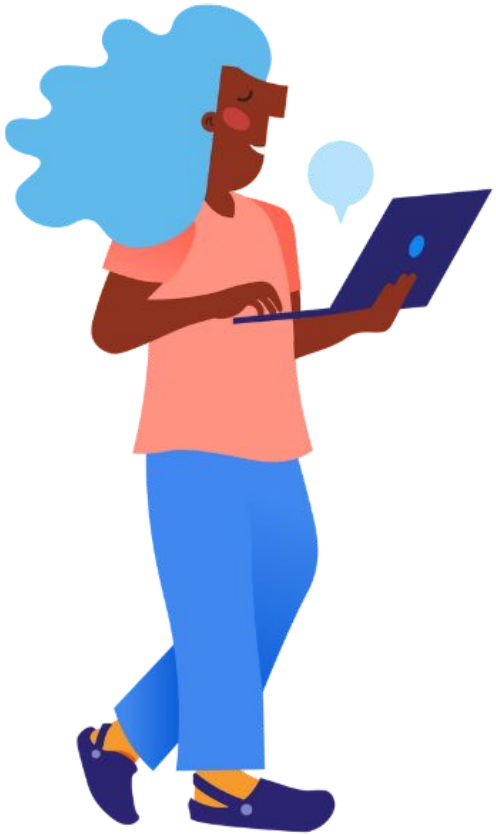
Advice

Elissa's Tips for a Successful Website Project

- **Ask all the questions**—big or small! There's no such thing as too many when learning something new
- **Experience isn't required**: You don't need a background in web design to manage your own site
- **Lean on Neon One**: Neon Websites was responsive, patient, and continues to be a helpful resource post-launch
- **Designate a point-person**: Having one internal lead helps keep the project organized and builds a stronger connection with your web team



Resources



Quick Reads

Meet Neon Websites, a Website Design Tool for Nonprofits

Bye-Bye Squarespace, Hello Efficiency: The Coalition's Neon Makeover

EBook Download

7 Weeks to a Better Nonprofit Website

Take a Self-guided Tour

Build a Website That Works As Hard As You Do - Tour Neon Websites

See Neon Websites Live

Join a Group Demo

ASK US QUESTIONS!

WHAT WOULD YOU LIKE TO ASK?

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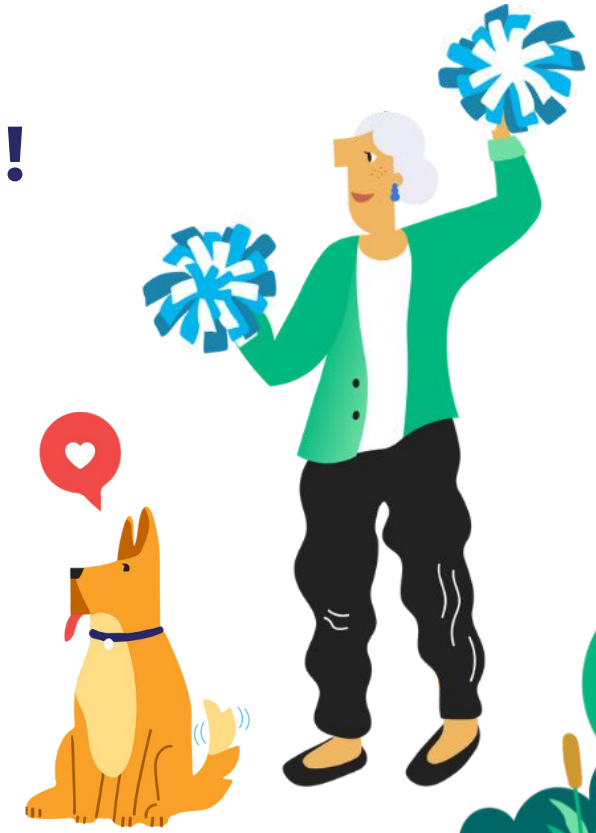
Thank you!