



## The Sierra Club

The Sierra Club is the leading U.S. environmental organization dedicated to preserving a clean and healthy environment through grassroots activism. The club has more than 750,000 members who are inspired by nature to protect their communities and the planet.

### Issue

The Sierra Club realized they needed a strategy to use their website to improve the impact and influence of their environmental message. Another goal was to improve the appearance and usability of the site.

### Solution

closerlook researched and analyzed the audience segments to understand their Club's needs and aspirations, matched them against Sierra Club goals, and prioritized criteria for the site's new information architecture and visual redesign.

### Payback

The improved targeting and user experience makes better use of the Sierra Club's vast information resources. The website more effectively reaches its target audience, supports campaigns, and celebrates successes.