

## CASE STUDY

# The National Council for Mental Wellbeing

## FINDING THE RIGHT PARTNER TO INCREASE PLATFORM USAGE AND NON-DUES REVENUE

### OVERVIEW

The National Council for Mental Wellbeing's JOBank is the premier location to find and hire behavioral health professionals across the country. After years of declining and lack of support from their job board provider, The National Council found Web Scribble to build a collaborative partnership.

“Web Scribble is more than just a provider of our services for our organization — they're a valued partner. A catalyst for increased awareness of — and engagement with — our online career portal. Their customer service is matched only by their commitment to both meet and exceed our needs.”

**Nicholas Addison Thomas**  
— Director, Content Marketing

### ABOUT THE NATIONAL COUNCIL FOR MENTAL WELLBEING



HEALTHY MINDS  
STRONG COMMUNITIES

Founded in 1969, the National Council for Mental Wellbeing is a membership organization that drives policy and social change on behalf of nearly 3,500 mental health and substance use treatment organizations and the more than 10 million children, adults and families they serve. Through the Mental Health First Aid (MHFA) program, NCMW has trained more than 2.5 million people in the U.S. to identify, understand and respond to signs and symptoms of mental health and substance use challenges.

# CHALLENGES

The National Council was looking for better customer service, better collaboration with their job board vendor, and higher revenue.

## DECLINING NON-DUES REVENUE



- A lack of strategy and communication with their previous vendor led to a continuous decline in non-dues revenue

## LACK OF INTEGRATION WITH AMS AND DATA VISIBILITY



- Job board software lacked the ability to seamlessly integrate with association management software
- Inability to track member engagement, offer easy member sign-on, and advertise exclusive member discounts to increase non-dues revenue

## INSUFFICIENT PARTNERSHIP



- The National Council needed a dedicated partner to build the JOBank to be the #1 destination for recruiting and job search in the behavioral health field

# SOLUTIONS

## STRONG SALES AND MARKETING STRATEGY



- Web Scribble constructed an aggressive sales and marketing plan to propel non-dues revenue
- Promotional marketing campaigns to existing customer base helped rebuild relationships and revenue
- Best-in-class sales acceleration tools for personalized email campaigns, increase social touches, and automated call campaigns

## IMPROVE INTEGRATION TECHNOLOGY



- Integrations with Microsoft Dynamics give members seamless sign on process
- Upgraded ecommerce and advertising functions dramatically improve the user experience for members
- Membership engagement report capability gives deep insight into user preferences and habits

## BETTER COMMUNICATION AND COLLABORATION



- Open communication with The National Council helped Web Scribble understand challenges and design a collaborative solution
- Forged solid relationship with regular meetings for planning, reviewing, and strategizing upcoming improvements to the JOBank

# RESULTS

## INCREASED NON-DUES REVENUE

- In the first year of partnership, non-dues revenue increased by 62%
- The number of jobs posted on the JOBank doubled during the first year

## INCREASED PLATFORM USAGE

- Employers received 147% more applicants through the new JOBank than with the previous vendor
- Job seeker registrations tripled on the JOBank during the first year of partnership
- Overall user traffic in the first year of partnership grew by 74.8%

## BETTER CUSTOMER SERVICE

- User satisfaction increased due to consistent communication and collaboration to solve problems
- The National Council felt like their needs were a priority because of the attentiveness from Web Scribble staff

**3,500+**  
MEMBER  
ORGANIZATIONS

MEMBER  
ORGANIZATIONS  
EMPLOY  
**500,000**  
STAFF

SERVES  
**10 million+**  
ADULTS &  
CHILDREN