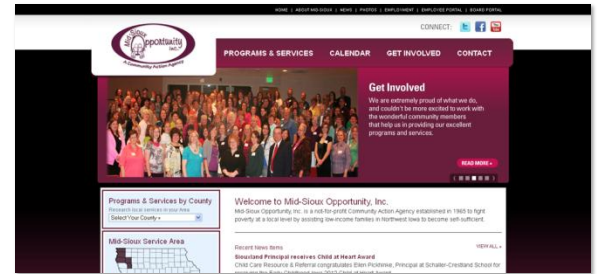




Mid-Sioux Opportunity, Inc. is a not-for-profit Community Action Agency established in 1965 to fight poverty at a local level by assisting low-income families in Northwest Iowa to become self-sufficient. Mid-Sioux manages 14 federal, state, and local programs that are designed to help families and children grow through educational, health, and financial assistance. Fighting poverty is a community effort. Several services offered rely on monetary contributions as well as donations for food, clothing, and volunteer hours.



MidSioux.org

Working Together To Help Our Friends, Family, And Neighbors Become Self-Sufficient



Mid-Sioux Opportunity has partnered with AdEasel to create an online destination for visitors that provides information on programs & services, events, donations, and important contact information. AdEasel has provided Mid-Sioux with a wealth of resources through the Easel Marketing Management Suite (Easel MMS) to actively maintain communications and keep web content up-to-date.

Media Integration



Pictures are worth more than 1000 words. They can be shared, build brands, and improve SEO. Utilizing the tools included in the Easel MMS, Mid-Sioux is able to post and share photography and video as well as sort and organize individual albums to effectively imbue a sense of personality to the organization.

Employment



Finding the right employees can be costly investments for any organization. AdEasel leveraged existing resources and integrated Mid-Sioux's existing career management system with the new website to expand the scope of search for essential positions all without leaving MidSioux.org.

Programs & Services



Mid-Sioux's ability to fight poverty at local levels is amplified by the outstanding programs & services offered through organizations such as CCR&R, WIC, and Head Start. Mid-Sioux is able to quickly promote and make dynamic changes to the website by using site management tools within the Easel MMS.

Download additional case studies and learn more about our agency online at AdEasel.com.