

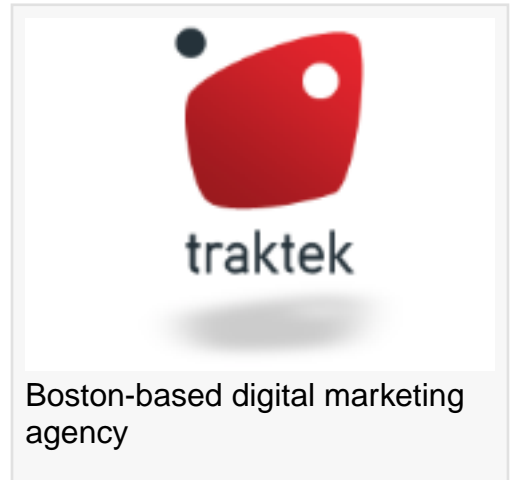


ACGFund & Traktek Partners Launch New Website Featuring Donor Advised Funds

The new and completely redesigned, mobile friendly website offers enhanced user experience

NEEDHAM, MA, UNITED STATES, March 1, 2018 /EINPresswire.com/ -- [Traktek Partners](#), a Boston-based [digital marketing agency](#), and Advisor's Charitable Gift Fund ([ACGFund](#)), a nonprofit corporation donor advised fund serving the philanthropic interests of its donors, are pleased to announce the launch of the newly revamped website - [acgfund.org](#).

Traktek Partners was engaged by ACGFund to redesign and redevelop their website to better address the needs of their primary audiences - donors and financial advisers. The new mobile friendly website features an updated, sleek design, improved navigation for all device sizes, and new calls to action to simplify and bring their application process online. As part of the redesign project, Traktek Partners also enhanced the ACGFund brand with a new, modern logo. The website enhancements also includes a redesign of the ACGFund Online Portal. Scheduled for release in March, the new portal will provide tools for donors and financial advisers to review and manage their account, add beneficiaries, fund their donor account, and more.



"At ACGFund we deliver an easy-to-use donor advised fund experience for individuals, families and corporations. Our donors reach us on smart phone, tablet, e-reader and computer. We wanted our new website to be even easier to use no matter what device you tapped into," comments Ken Grant, Chief Officer Corporate Development at ACGFund. "We're pleased with the new site. Each page grabs the eye and leads the user to a specific action. Now we are working on our next release of the portal for our donors. There is more to come!"

"We're thrilled to work with ACGFund on the brand identity, website redesign, and a modern, refreshed website," said Cyril Lemaire, Managing Partner at Traktek Partners. "Besides modernizing the site, we simplified and streamlined their ability to update and maintain the website by developing the new site within a Drupal content management system."

For more information, contact Traktek Partners at 617-855-5148 or visit www.traktekpartners.com.

About TrakTek Partners

TrakTek Partners (www.traktekpartners.com) is a consulting and digital marketing agency that specializes in revenue and lead generation. We provide business and digital marketing strategies, creative design, website development, video production, SEM, SEO, and social media campaign management services to domestic and international clients seeking to build brand reputation, generate new revenue streams, and build customer loyalty.

About ACGFund

Advisor's Charitable Gift Fund (ACGFund), www.acgfund.org, is non-profit corporation, donor advised fund serving the philanthropic interests of its donors. Its donors are individuals, corporations, trusts and estates.

Jennifer Phillips
Traktek Partners
781-630-1362
email us here

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