Case Study: Empowering Georgia Council for the Social Studies (GCSS) with a Modern Web Platform

Client

Georgia Council for the Social Studies (GCSS)

Industry

Nonprofit / Education

Services Provided

WordPress Development, Custom Forms, CRM Integration, Payment Gateway Integration

Project Partner

mediaGuild

The Challenge

The Georgia Council for the Social Studies (GCSS) is a nonprofit organization that champions social studies education throughout the state. They approached mediaGuild with a dual challenge:

1. Modernize their outdated website, which no longer met the expectations of a professional membership organization.
2. Streamline and professionalize the registration process for their Annual Statewide Conference-their flagship event for educators-by replacing their manual workflows and a basic PayPal button with a more integrated and scalable system.

GCSS required:

- A modern WordPress website that was visually appealing, mobile-friendly, and easy to maintain.
- Custom registration forms for conference attendees and members.
- A seamless integration with their custom CRM for tracking contacts and managing events.
- A secure, professional-grade payment gateway to handle conference fees and membership dues.

The Solution

mediaGuild delivered a full-stack digital transformation, covering everything from front-end design to backend automation.

1. WordPress Website Redesign:

- Responsive, mobile-first design for usability across devices.

- Clean architecture that highlighted GCSS's mission, events, and resources.

- Easy content management so staff could update the site without technical support.

2. Custom Conference Forms:

- Collected contact information, session preferences, and dietary needs.

- Supported group registrations for schools and districts.

- Embedded logic to route submissions directly into their CRM system.

3. CRM Integration:

- Track attendees, members, and past participation.

- Automate email confirmations, receipts, and reminders.

- Export data and generate event reports for board and logistics teams.

4. Payment Gateway Integration:

- Replaced the legacy PayPal button with a robust Authorize.net payment gateway integration.

- Seamless in-form credit card payments for registration and dues.

- Real-time payment confirmations with CRM sync.

- PCI-compliant security and professional presentation.

- Reduced friction for users-no PayPal account required.

The Results

- 60% reduction in administrative overhead from automated data and payment processing.

- Professionalized online transactions, improving trust and conversion with a secure Authorize.net gateway.

- Unified event and member data, enabling better communication and follow-up.

- Improved attendee experience through a clean and simple registration process.

What GCSS Said

"Switching from a PayPal button to an integrated Authorize.net system was a game-changer. mediaGuild helped us elevate our entire digital experience-from our website to how we handle registrations and payments. It's easier for our members and easier for our team."

Conclusion

With strategic planning and custom development, mediaGuild helped GCSS shift from a pieced-together digital presence to a fully integrated platform built for growth. From website design to payment automation, the new system supports their mission, saves time, and delivers a professional experience that reflects the organization's value.