



Meet Seekers Where They Are: Branded Mobile Apps

Partner with findhelp to create a branded mobile app to connect your users to free and reduced-cost programs.

Importance of Easy Self-Navigation

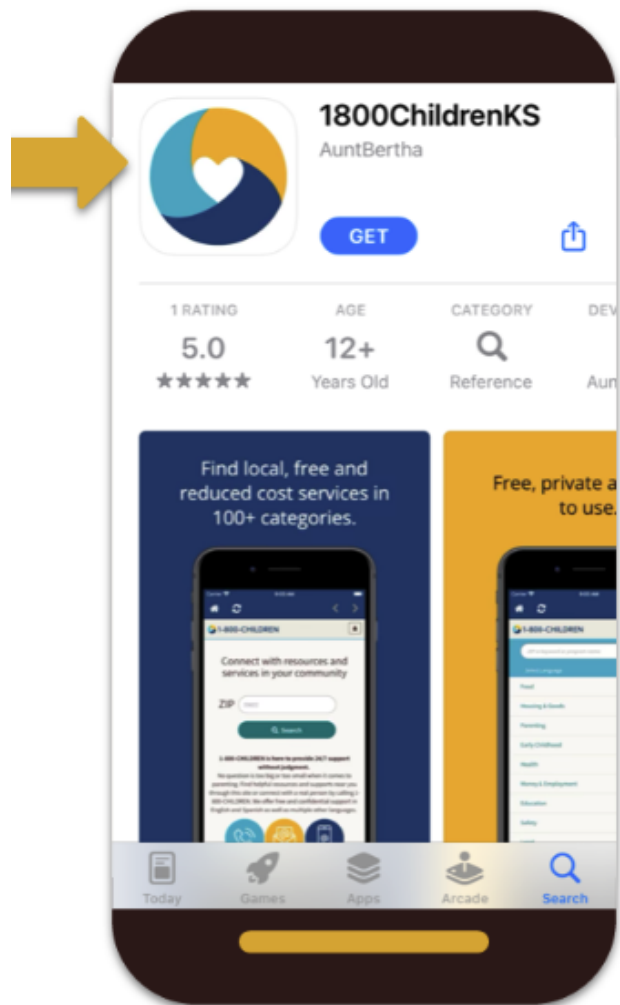
When it comes to self-navigating, 60% of seekers use their phones or tablets.

- Seeker-facing findhelp sites often have 5x as many searches and connections as staff sites, demonstrating the desire for patients to find resources on their own.
- Seekers may hesitate to share personal social needs with navigators due to shame or stigma, so it's important to provide easy ways for them to self-navigate anonymously on your community site.

Benefits of Branded Mobile Apps

Findhelp sites have always been mobile-friendly, and mobile apps provide a more seamless user experience for your seekers.

- Mobile apps allow users to get to your site more quickly, help build brand recognition, and allow your site to be visible to users at all times directly on their phone home screens.
- Your branded mobile app will have all the functionality of the findhelp mobile app, but will be configured to match your branding / messaging.
- Apps can be created for iPhone and/or Android users.





Branded Mobile Apps in Action

Kansas Children’s Service League

Kansas Children’s Service League (KCSL) works to prevent childhood abuse and neglect, offer family support, improve school readiness, and provide parent and community education in communities throughout the state of Kansas.

They partnered with us to create a branded mobile app version of their findhelp community site, 1800ChildrenKS ([Google](#) | [Apple](#)), that their staff, child care providers, and Child Protective Services utilize to connect families to resources during home visits. The app is an easy way to provide resources directly to students and families, and KCSL advertises their mobile app and call center via paid social media campaigns and on promotional items, such as wallet cards and onesies.



Prevent Child Abuse Georgia

Prevent Child Abuse Georgia (PCA GA), part of Georgia State University, works to increase public awareness and implementation of programs and practices that prevent child abuse and neglect by developing trainings, educating communities, and connecting families to needed resources. PCA GA formed a collaborative with the

Department of Early Care and Learning and Technical Colleges System of Georgia to create a shared findhelp community site and mobile app, Find Help GA ([Google](#) | [Apple](#)). The Find Help GA app is utilized by community partners to help find resources for their clients and families; PCA GA advertises the app on their website and promotional materials.



The mobile app provides another layer of support to the families as well as the professionals we serve – the ability to search for a resource when it is needed helps families and professionals connect. The mobile app building process with FindHelp was smooth and it all came together quickly.

Pamela Noble
Assistant Director
Prevent Child Abuse Kansas / Kansas Children’s Service League

Using the FindHelpGA.org app is such a convenience to have access to, especially while in the field with my clients! Being able to pull up resources for them on my phone is so helpful and time efficient!



Anonymous
Find Help GA mobile app user
Prevent Child Abuse Georgia

Next Steps

Connect with your findhelp Customer Success Manager or [schedule a demo](#) to learn more about pricing and next steps.