CASE STUDY · INDIGENOUS MEDIA GROUP

What We Built for the Native American Sport Fishing Federation

A new federation entering Native American anglers in international competition, with the tournament's registration deadline a week away. A complete web presence, designed, built and launched in time, and owned by the federation.

- Public website
- Online giving
- Forms and email

CLIENT

Native American Sport Fishing Federation
Founded September 2026

SCOPE

Brand application, design, build, online giving, launch and documentation

BUILT BY

Indigenous Media Group

CONTACT

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SECTION 01

Where it started

In September 2026, the organizers of the Pan American Surf Fishing Championships agreed to accept a Native American entry, on one condition: it had to arrive as a federation, with its own email address, a social presence and a plan behind it.

0

Native teams before

The organizers confirmed no Native American team had entered the Pan Americans before NASFF.

1

Angler for 2026

NASFF's founding entry, at Sebastian Inlet State Park, Florida, November 5–8.

7

Days to the deadline

From the site going live on September 24 to the October 1 registration close.

$8,600

To send one angler

Travel, fees and a full set of competition gear. The money had to come from somewhere.

Why a website, not just a social account

FOR THE ORGANIZERS

The tournament accepts federations, not individuals. A federation has to be checkable: its own domain, its own email address, and a public account of who it represents.

FOR SPONSORS AND DONORS

Nobody funds a trip they can't look up. Sponsors and donors needed the plan, the costs and the people in one place, and a secure way to give.

FOR NATIVE ANGLERS

Enrolled citizens who fish needed one place to learn what NASFF is, check eligibility and raise a hand for the 2027 team.

The part worth remembering

A federation is judged by what it can show. A name and a crest are a start. A domain, an email address and a website that answers the obvious questions are what make an organization real to the people deciding whether to work with it.

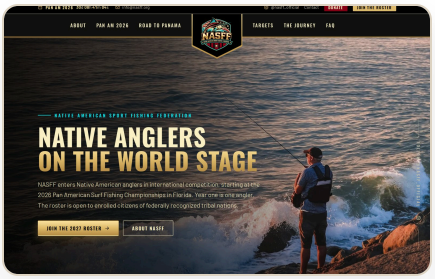
What we set up first

Before any design work, the federation got its own address: nasff.org and nasff.com, a working inbox at info@nasff.org, and the @nasff_official handle, so every link and every message pointed to one name from the first day.

SECTION 02

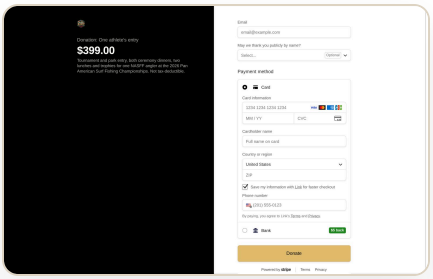
What we delivered

Three connected pieces, built from NASFF's own crest and held in the federation's accounts from the first day.



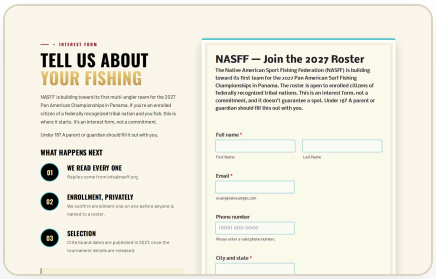
THE PUBLIC WEBSITE

Thirteen pages: the federation, the 2026 event, the road to Panama, species and scoring, the story so far, questions, support, contact and policies, plus a printable program plan.



ONLINE GIVING

Five giving levels tied to real costs, any amount, and three monthly options, through Stripe's secure checkout in NASFF's colors, with automatic receipts and a thank-you page.



FORMS AND EMAIL

A roster interest form and a sponsorship form, both delivered to info@nasff.org. Email authentication helps the federation's messages reach inboxes, and nasff.com forwards to nasff.org.

The principle underneath all of it

The federation owns. The domain, hosting, email, giving account and forms are held on NASFF's side, not ours, and every setting is written down. Nothing important lives in our accounts, so nothing ever has to be handed back. Digital sovereignty is not a slogan here. It's how the accounts were opened.

BUILT FOR THE CONDITIONS

A hard deadline, a volunteer federation with no staff, and visitors who will often arrive from an Instagram link on a phone. Every page was checked at phone width, every image is sized for the space it fills, and hosting costs nothing on Netlify's free plan.

BUILT TO BE HANDED OVER

Hand-built pages with no plugins to patch, a written record of every account and setting, and the full source archived for rebuilding. Google Lighthouse scores accessibility 98 to 100 on every page we tested.

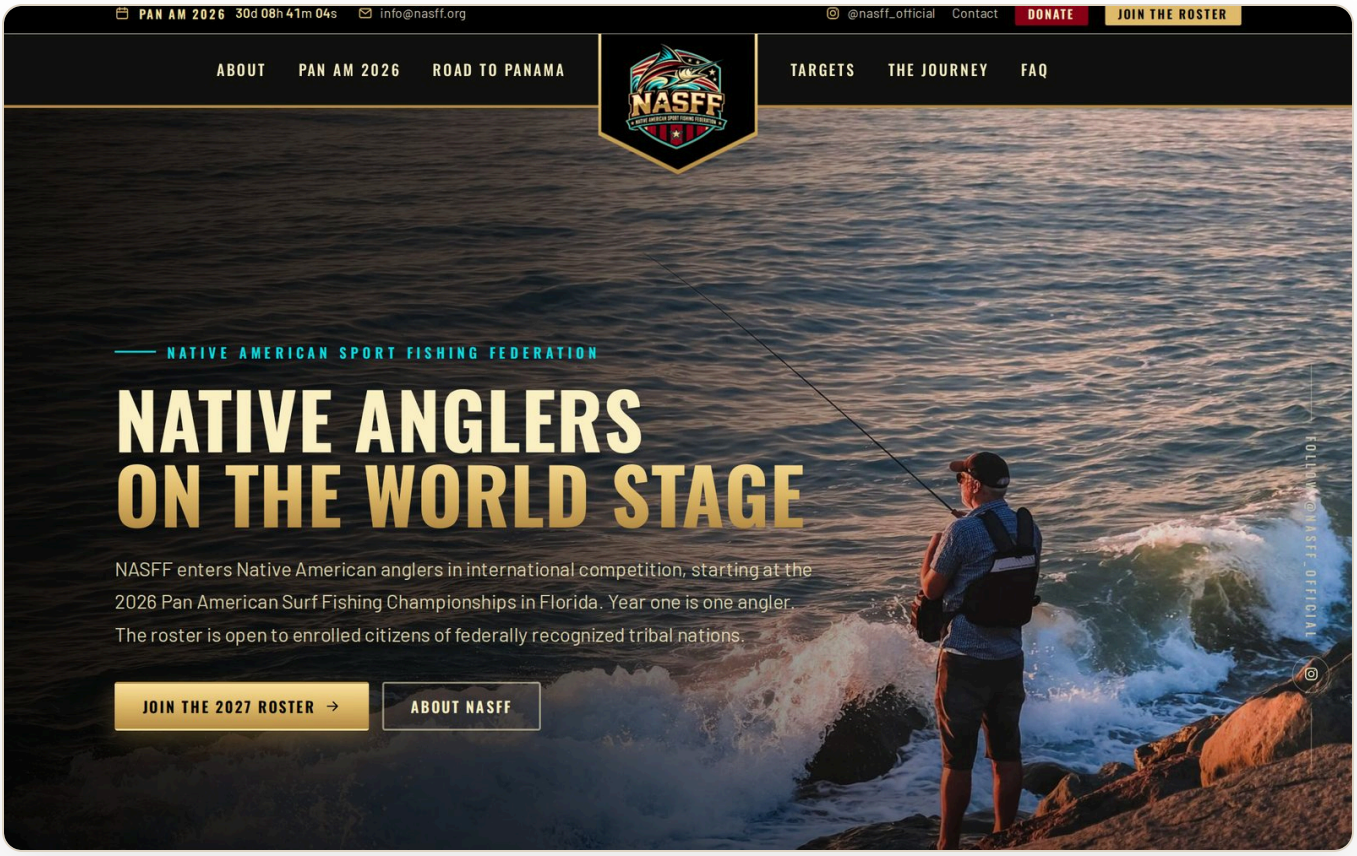
About the relationship

Our founder, Robert Jacobo III, is also NASFF's founding president and its first athlete. We held this work to the standard we bring to every Tribe and organization we serve, and nothing went public until tribal approval came through.

PUBLIC WEBSITE · 03

The home page

The first screen an organizer, a sponsor or an angler sees. It has one job: say who this is and who it's for, then send everyone to the right next step.



ON THE PAGE

The federation's name and purpose in one headline, the eligibility rule in one sentence, and two buttons: join the 2027 roster, or learn about NASFF. A live countdown to the tournament sits in the top bar.

WHY IT WORKS

Identity, then eligibility, then action. A visitor knows in seconds whose site this is and whether it's for them. Donate and Join sit in the top bar on every page, so nobody hunts for the way in.

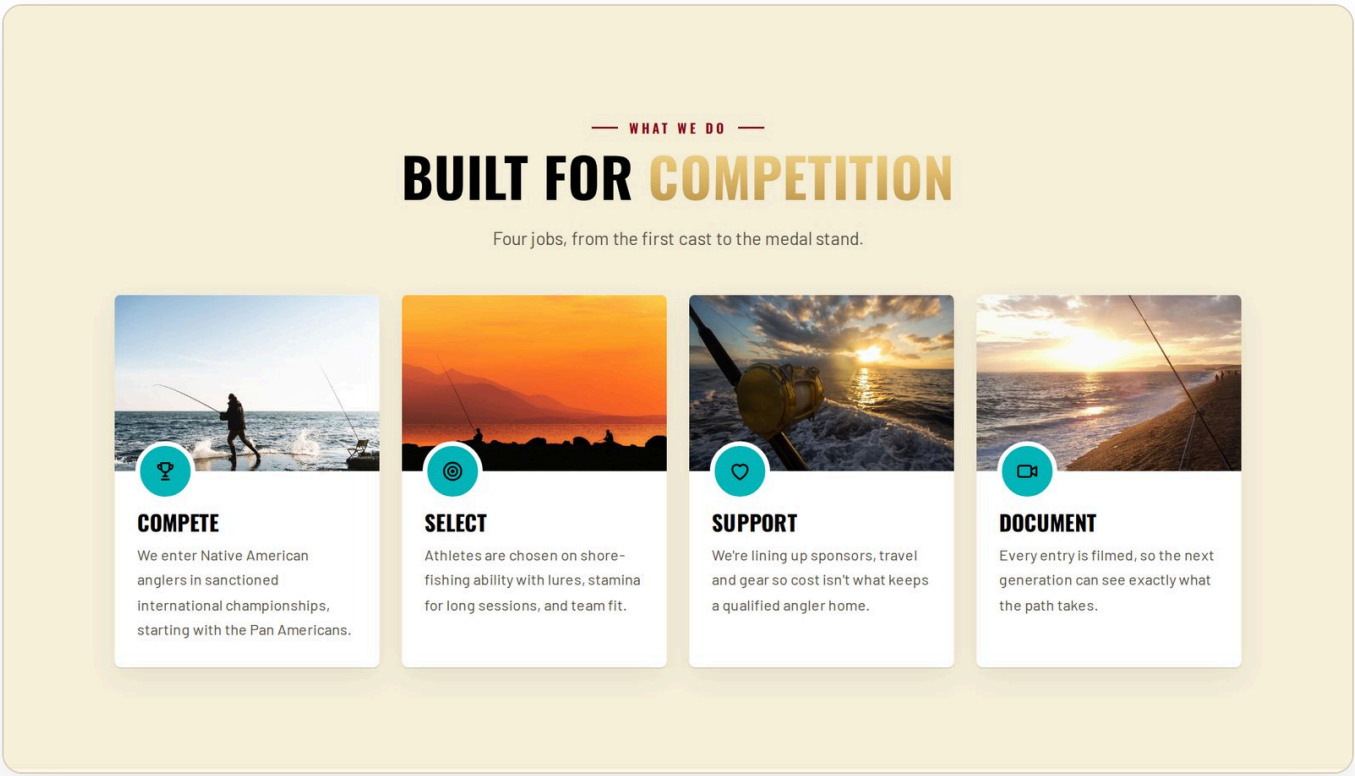
WHAT IT CHANGES

Organizers and sponsors can verify NASFF in one look. Anglers who qualify know it right away, and everyone else knows how to help.

PUBLIC WEBSITE · 04

Four jobs, one federation

Most people don't know what a sport fishing federation does. The home page answers that in four cards, before anyone has to ask.



ON THE PAGE

Compete, Select, Support and Document: what NASFF does from the first cast to the medal stand, each in two lines with a photograph.

WHY IT WORKS

It explains the model in the visitor's terms, not the organization's. Four short cards get read. A mission statement gets skimmed.

WHAT IT CHANGES

A sponsor understands what their support pays for, and an angler understands what they'd be joining, without a phone call.

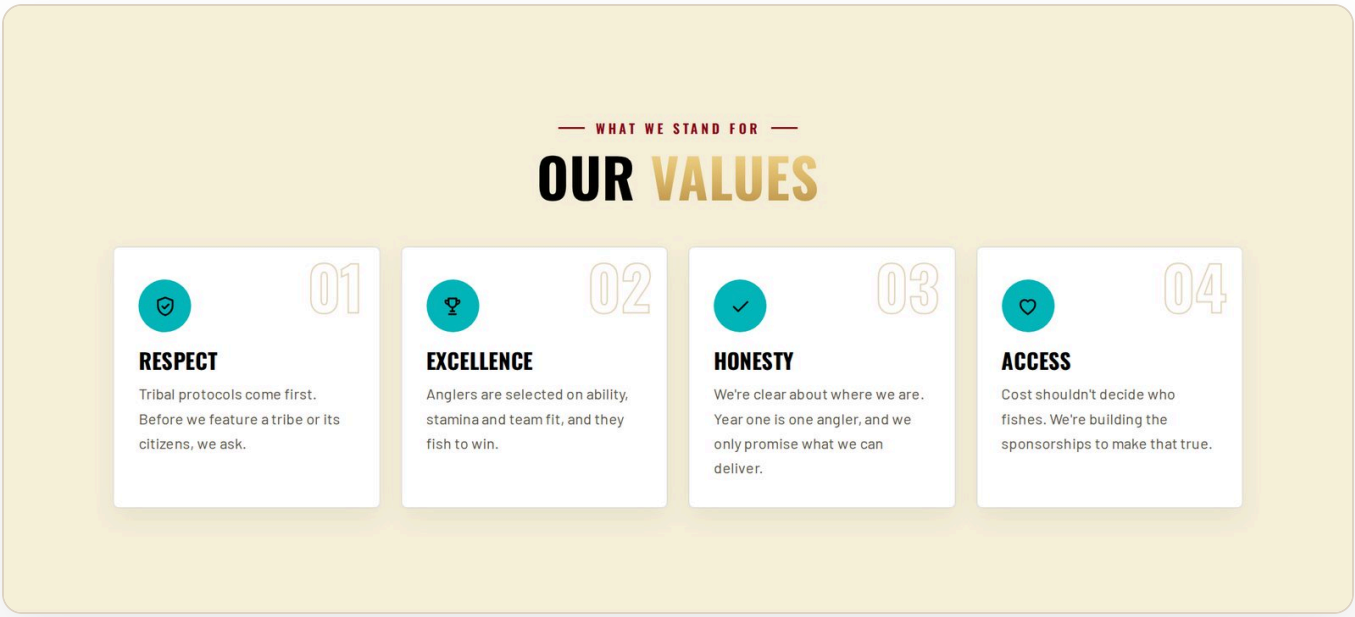
The question we ask on every page

Who is reading this, what do they need to decide, and what is their one next step? If a section can't answer all three, it doesn't go on the page. Most websites are organized the way the organization sees itself. Visitors arrive with a question.

PUBLIC WEBSITE · 05

About NASFF

Why the federation exists, what it stands for and who is accountable, written for an angler, a sponsor and an organizer at once.



ON THE PAGE

The mission and vision, four values, who can join, who runs NASFF, and where it fits next to the tournament organizers.

WHY IT WORKS

The values are specific enough to hold people to. The first one reads: “Tribal protocols come first. Before we feature a tribe or its citizens, we ask.”

WHAT IT CHANGES

Partners know who they're dealing with and what NASFF won't do. Tribal communities see their protocols named before anything else.

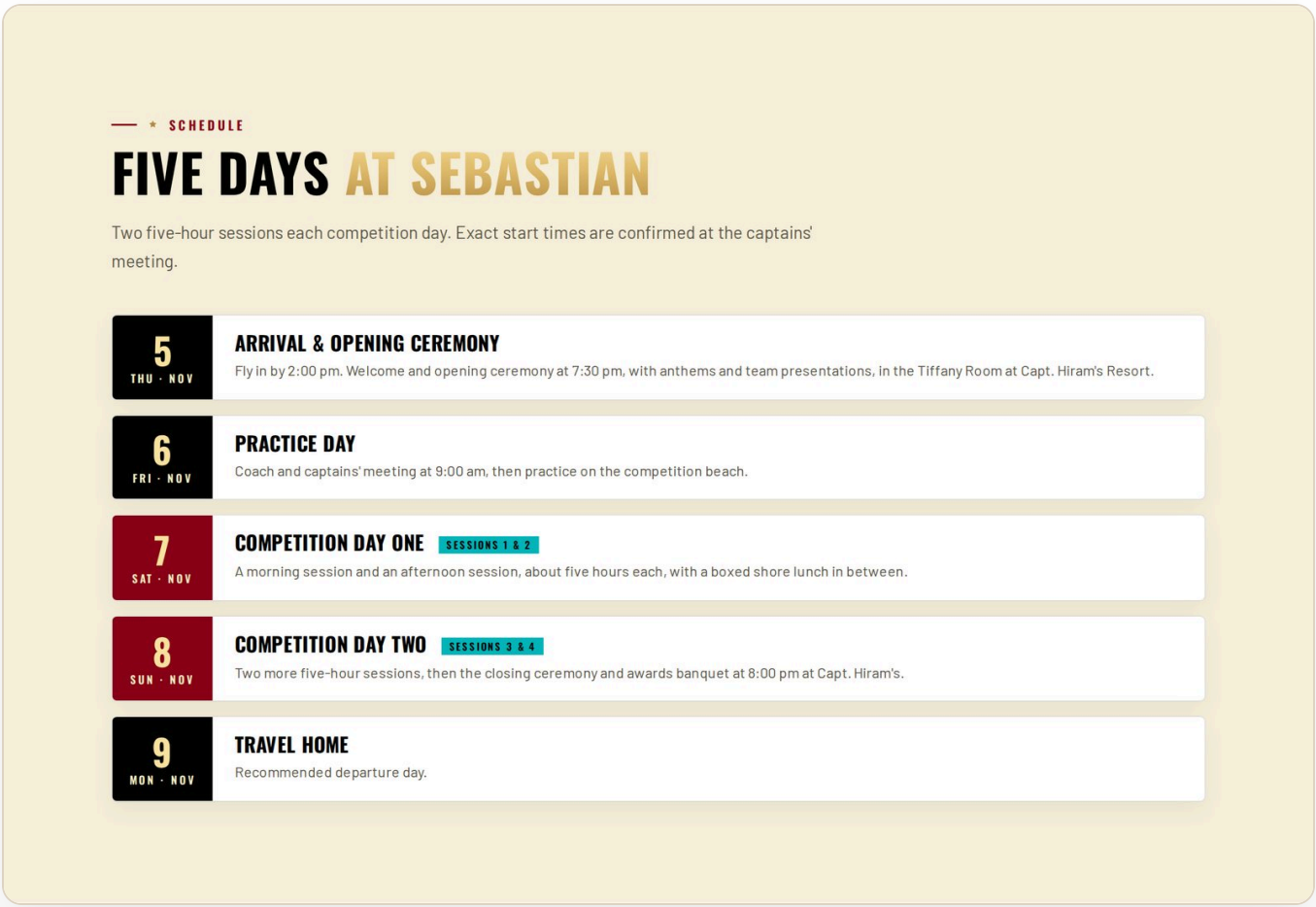
Why Respect comes first

NASFF represents enrolled citizens of many Tribal Nations, and no federation speaks for any of them. So the rule is written down where everyone can read it: ask first. The website followed the same rule. It stayed private until tribal approval came through.

PUBLIC WEBSITE · 06

Pan Am 2026

Everything about the tournament in one place, so nobody has to piece it together from a brochure and a group text.



ON THE PAGE

The dates, venue, hosts and sanctioning body in one panel, then the five-day schedule, how the event is fished, and the plan to film it.

WHY IT WORKS

The schedule is a plain dated list with the competition days marked. Facts come first, and the story comes after.

WHAT IT CHANGES

Sponsors, families and media can plan around the event without calling anyone, and the federation answers each question once instead of twenty times.

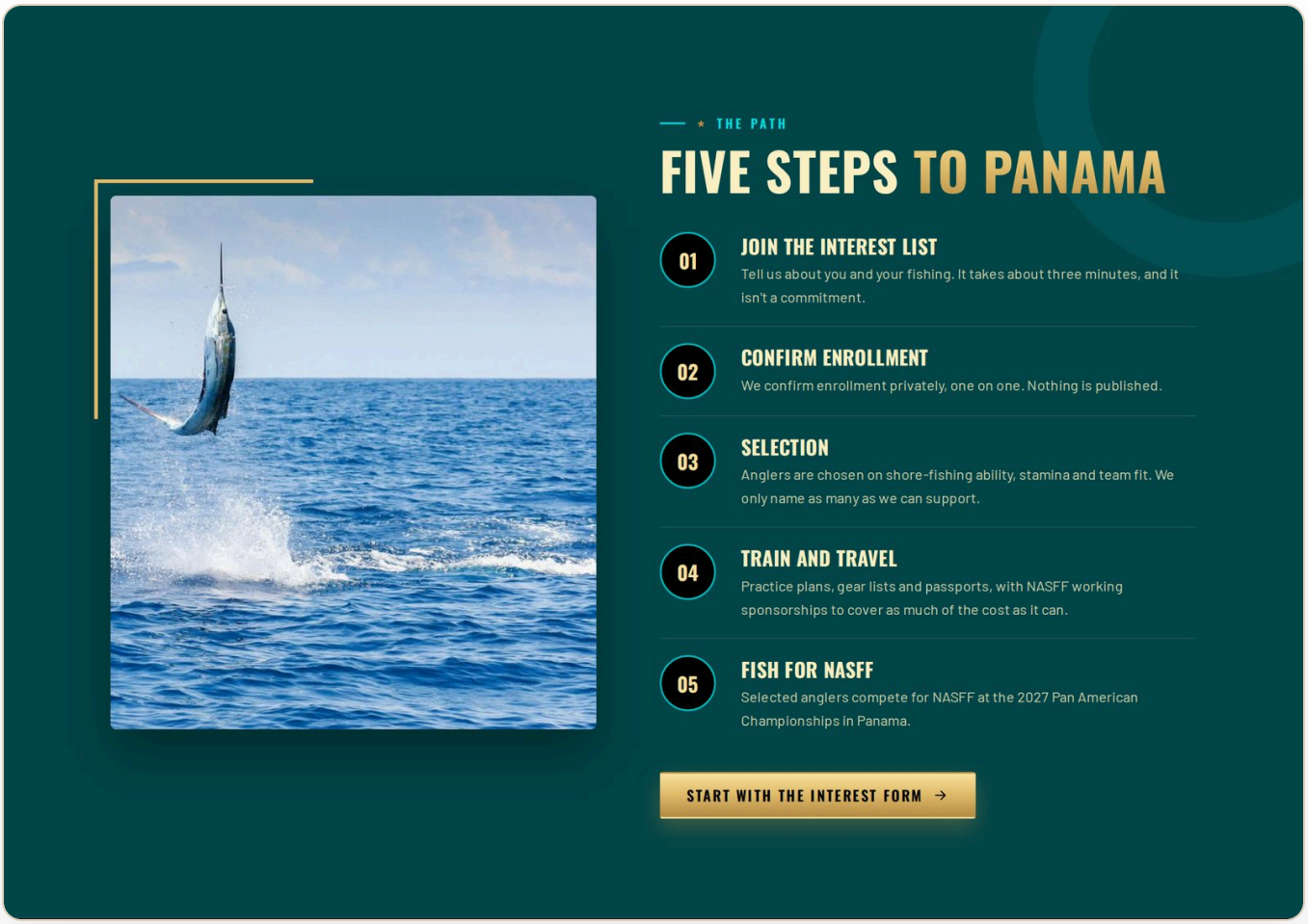
One page to correct

The schedule notes that exact start times are confirmed at the captains' meeting. When details change, there is one page to update, and everyone sees the change at once.

PUBLIC WEBSITE · 07

Road to Panama

A young federation is easy to doubt. This page shows the plan, and it's honest about what isn't promised.



ON THE PAGE

Five steps from the interest list to the 2027 team, how Pan Am teams are built, and what NASFF looks for in an angler.

WHY IT WORKS

It says it plainly: “A full team is the goal, not a promise. Year one is one angler.” Honesty about the start is what makes the plan believable.

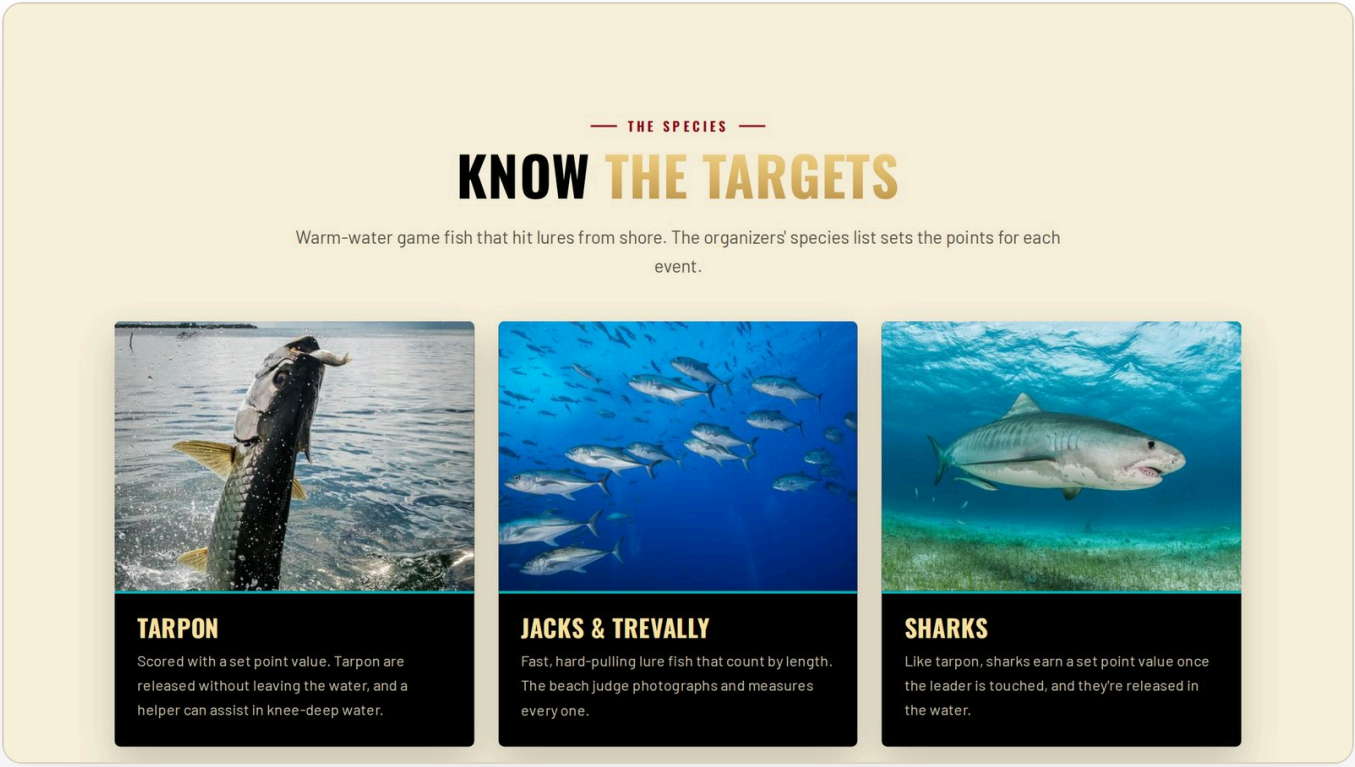
WHAT IT CHANGES

Anglers know the path and their first step. Sponsors see a program that runs for years, not a one-off trip.

PUBLIC WEBSITE · 08

Know the Targets

Tournament rules are dense. This page turns them into something an angler can read the night before.



ON THE PAGE

The species that score, how a fish is measured and scored, what matters on the sand, and how to handle and release fish with care.

WHY IT WORKS

Short cards and numbered steps instead of a rulebook. Every species card follows one pattern, so a new species slots in without design work.

WHAT IT CHANGES

New anglers arrive prepared, and conservation is part of how NASFF fishes from the first page they read.

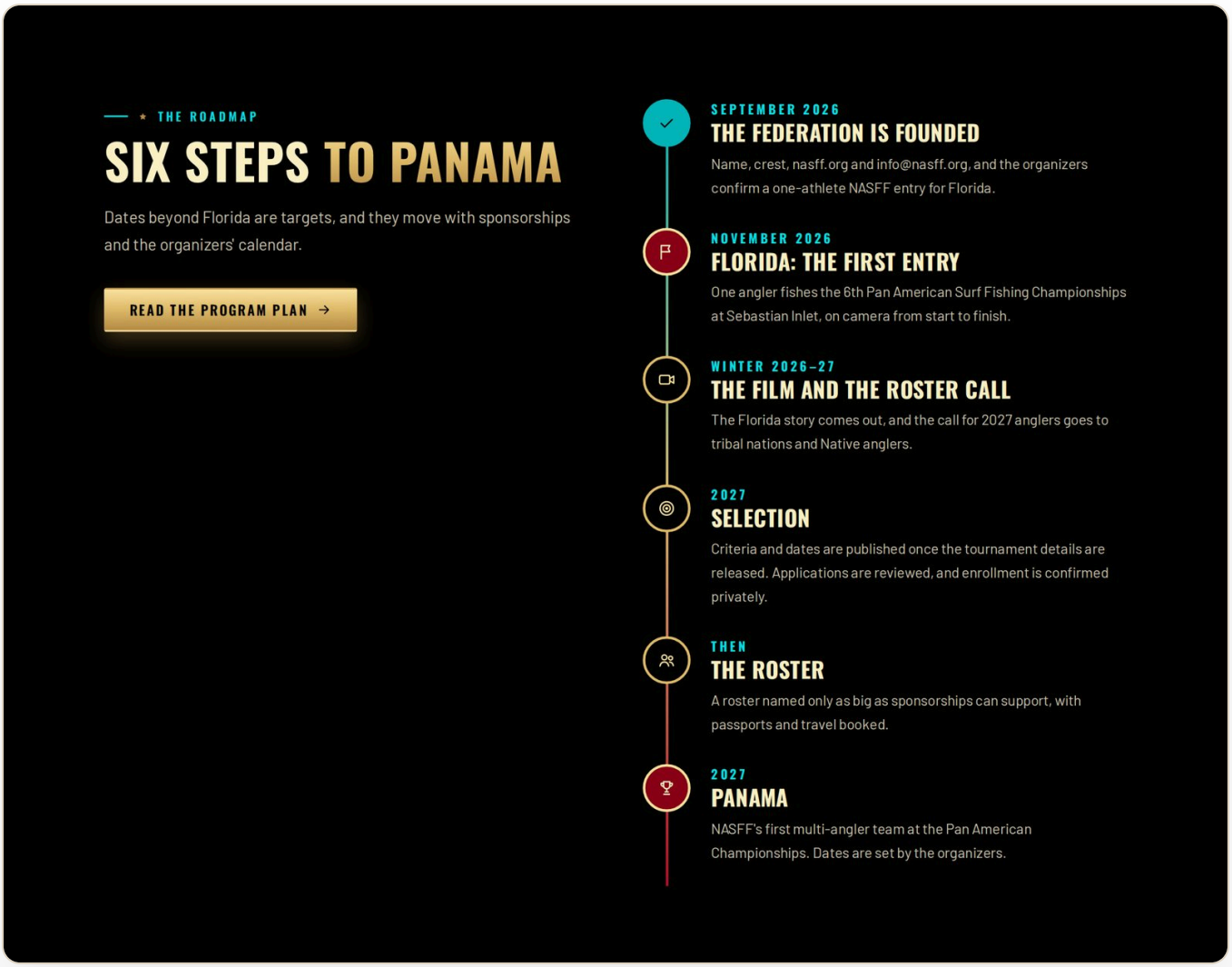
Conservation, built into the content

The guide ends with how to handle a fish: hold big fish horizontally, keep tarpon and large grouper in the water, and release them so they swim away. A federation's website is a chance to set the standard for how its anglers fish, not just where.

PUBLIC WEBSITE · 09

The Journey

From one angler to a program, told as a timeline, with dates only where they're known.



ON THE PAGE

Six steps: the founding in September 2026, Florida in November, the film and the 2027 call, selection, the roster and Panama.

WHY IT WORKS

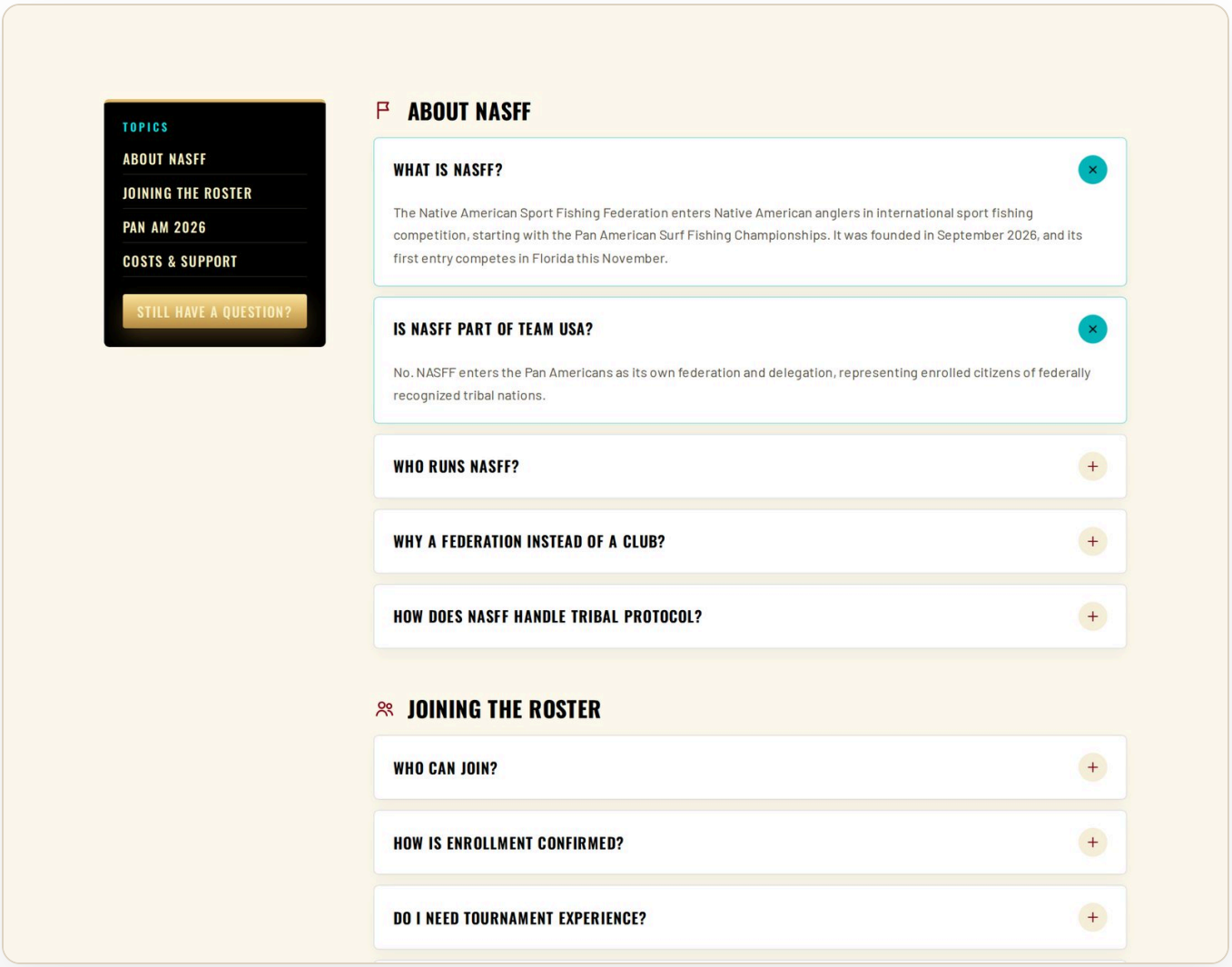
A timeline makes a plan easy to follow. Later dates are labeled as targets that move with sponsorships and the organizers' calendar, so nothing reads as a promise it isn't.

WHAT IT CHANGES

Supporters can see where their help lands in the story, and the story has room to grow as each step happens.

Questions, answered

The questions an angler, a parent or a sponsor is likely to ask, answered before they have to send an email.



ON THE PAGE

Questions grouped by topic: about NASFF, joining the roster, Pan Am 2026, and costs and support. The topic menu stays in view, and answers open in place.

WHY IT WORKS

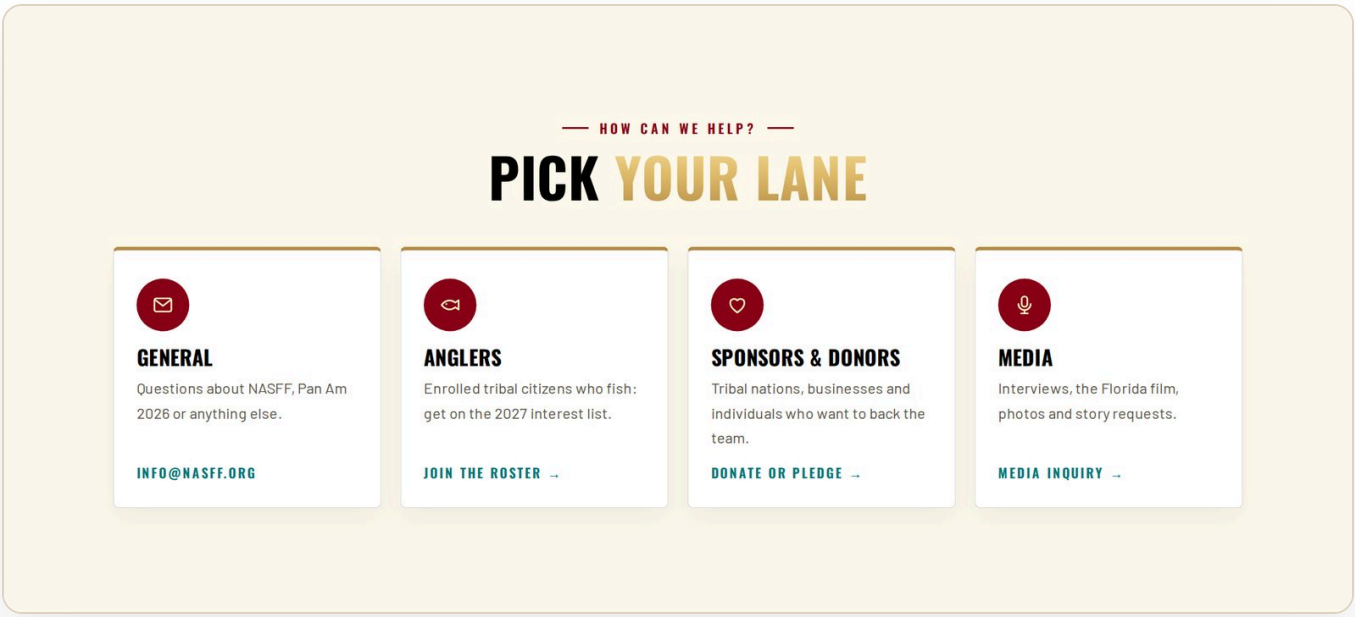
Answers are short, and they link to the full page wherever there's more to say. Built on standard HTML disclosure elements, so it works with a keyboard and a screen reader.

WHAT IT CHANGES

A volunteer federation stops answering the same questions by hand. People get answers at midnight, not next week.

Contact

Four kinds of visitors, four lanes, one action each.



ON THE PAGE

General questions, anglers, sponsors and donors, and media, each with one next step: an email address, the roster form, the giving page or a media inquiry.

WHY IT WORKS

Visitors sort themselves, so messages arrive with context. Reply times are stated, so nobody wonders whether a message got through.

WHAT IT CHANGES

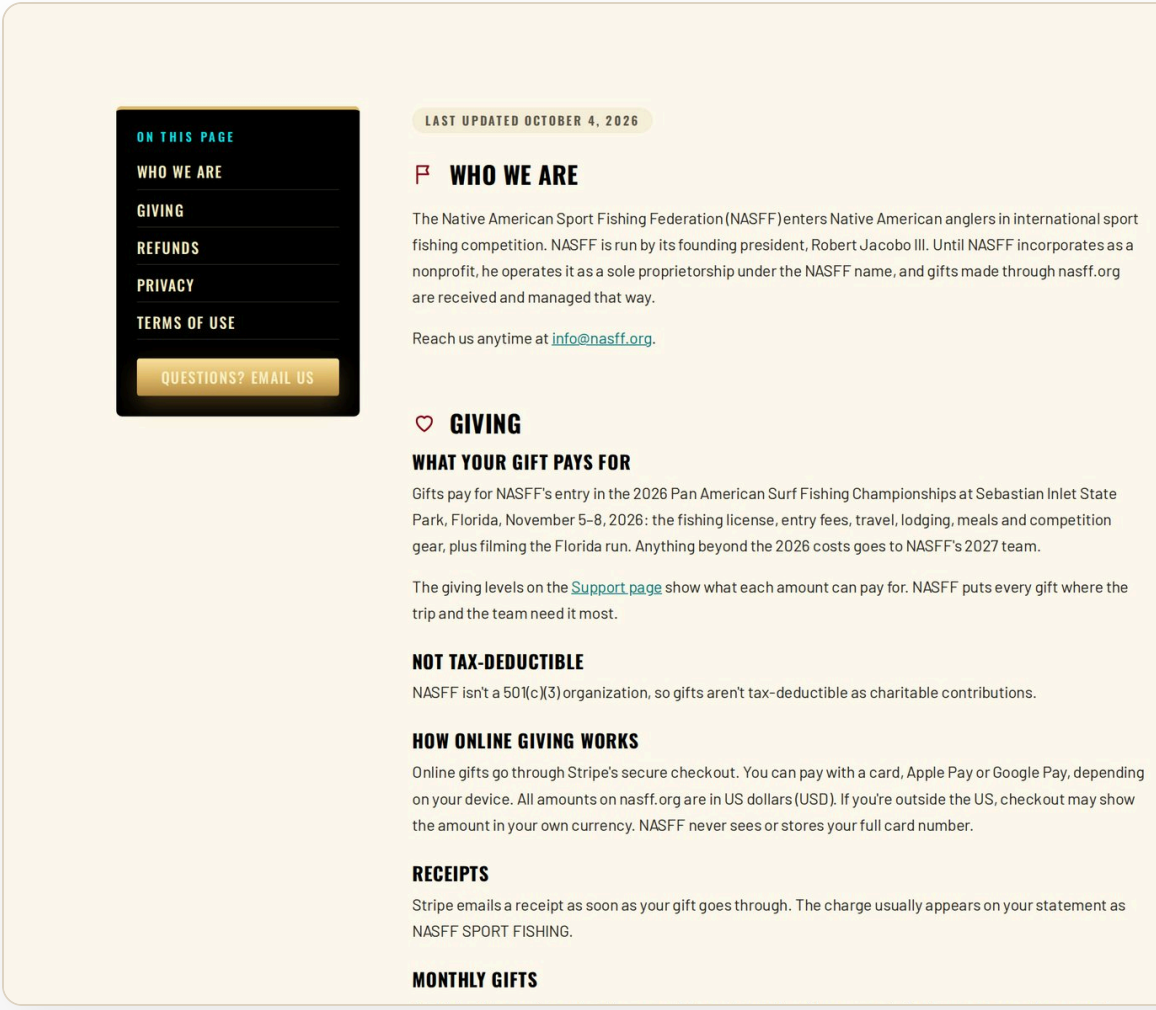
The right message reaches the right place the first time, and nobody waits on a reply to a question the site already answers.

Why the page states reply times

NASFF is a small team heading into its first event, and the page says so: give us a few days, especially the week of November 5–8. Telling people what to expect keeps their trust while they wait.

Policies, in plain language

Giving, refunds, privacy and terms on one page, published before the first gift could be made.



ON THE PAGE

Who runs NASFF, what gifts pay for, the refund promise, what's collected and why, and the terms of use, with an on-page menu and a last-updated date.

WHY IT WORKS

Written to be read, not to protect. It says what NASFF never asks for online, how to have information removed, and that gifts aren't tax-deductible.

WHAT IT CHANGES

Donors know the terms before they give, and NASFF has a public standard it can be held to.

Terms before money

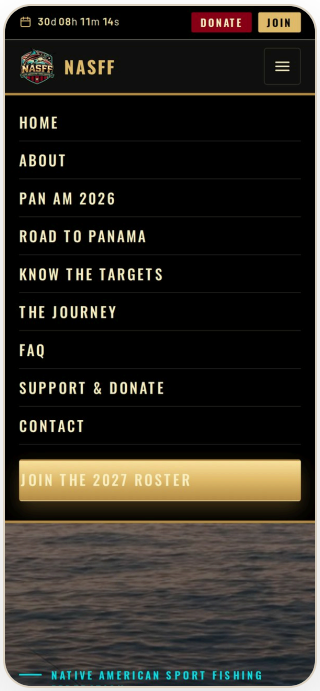
A donor's first question is what happens if something goes wrong. The refund promise, a full refund within 30 days for a gift made by mistake, was public the day before the first gift could be made.

On a phone

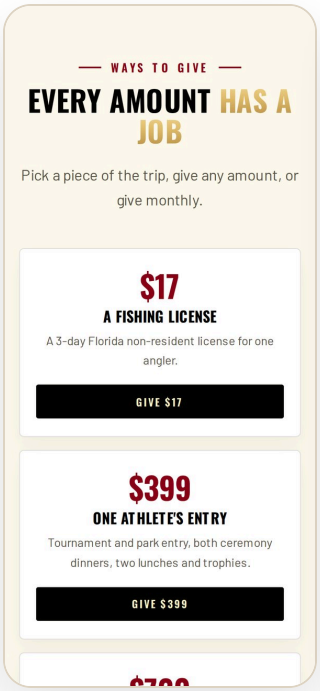
Many visitors will meet NASFF through a link on a phone. That's the design constraint, not an afterthought.



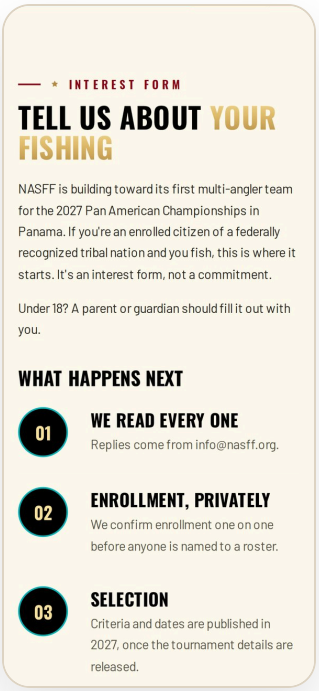
Home



Navigation



Support



Join

WHAT WE DID

Every page adapts to the screen it's on. Images are sized for the space they fill, the menu folds into one button, and Donate and Join stay in reach at the top of every page.

HOW IT WAS CHECKED

Every page was captured and reviewed at 390 pixels wide, a common phone width, alongside desktop. The menu, the forms and the giving levels were checked by hand.

WHY IT MATTERS HERE

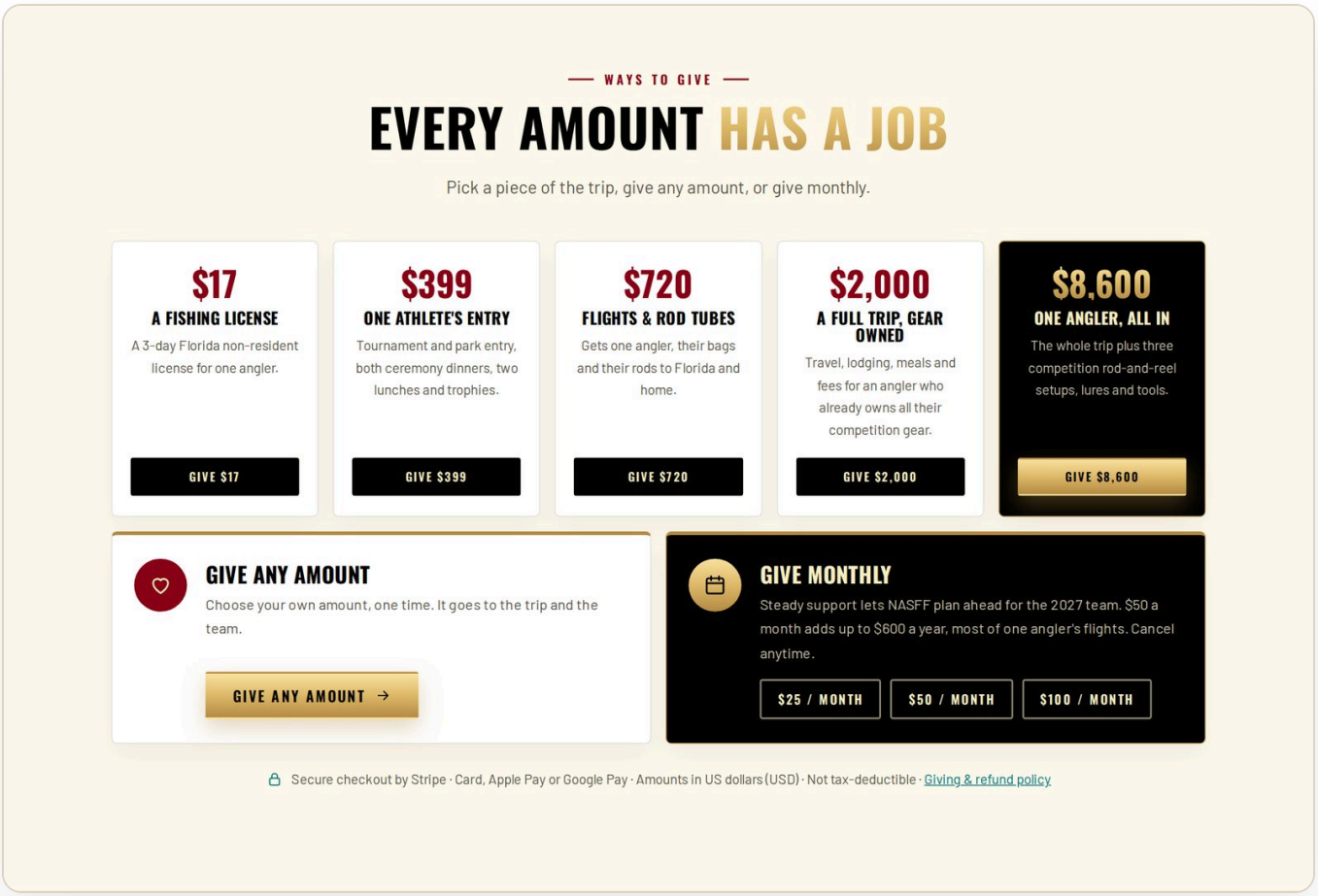
A sponsor who taps a link in a post decides in seconds. If the page doesn't work on their phone, there isn't a second visit.

Accessibility, built in

Color contrast, keyboard navigation, a skip link, labeled form fields and alt text on images. Google Lighthouse scores accessibility 98 to 100 on every page we tested. Native communities include elders, people with low vision and people on older phones. A site that leaves them out isn't finished.

Every amount has a job

Asking for money works better when every amount pays for something a donor can picture.



ON THE PAGE

Five levels from $17 to $8,600, each named for what it buys, plus any amount and monthly gifts of $25, $50 or $100.

WHY IT WORKS

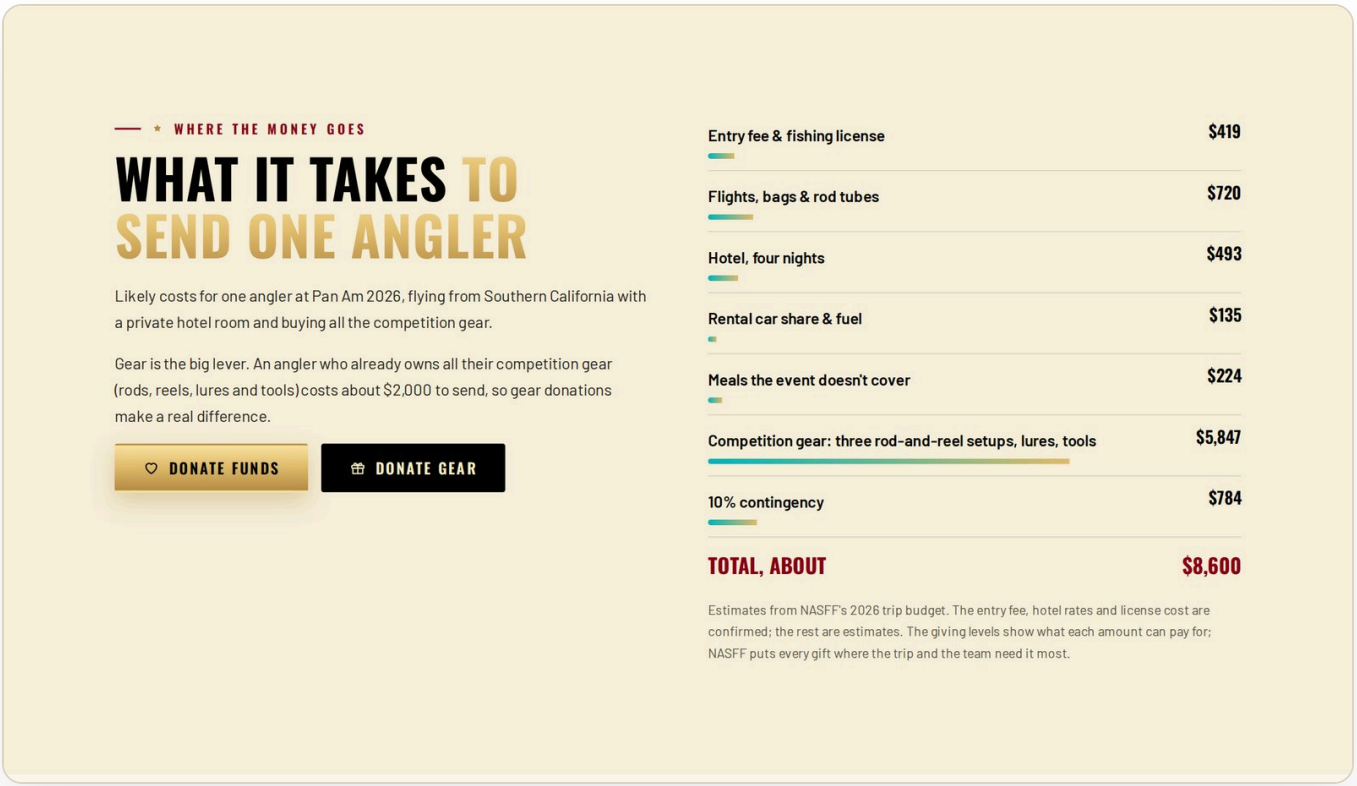
$17 is a Florida fishing license. $399 is one athlete's entry. A donor picks a piece of the trip instead of a number.

WHAT IT CHANGES

Small gifts feel useful and large gifts feel specific. Monthly giving lets the federation plan ahead for 2027.

The costs, in the open

What it takes to send one angler, line by line, with the confirmed figures marked.



ON THE PAGE

Entry fee and license, flights, hotel, car, meals, competition gear and a contingency, about $8,600 in all, with a note that gear is the biggest lever.

WHY IT WORKS

It says which figures are confirmed and which are estimates, and that an angler who already owns their gear costs about $2,000 to send.

WHAT IT CHANGES

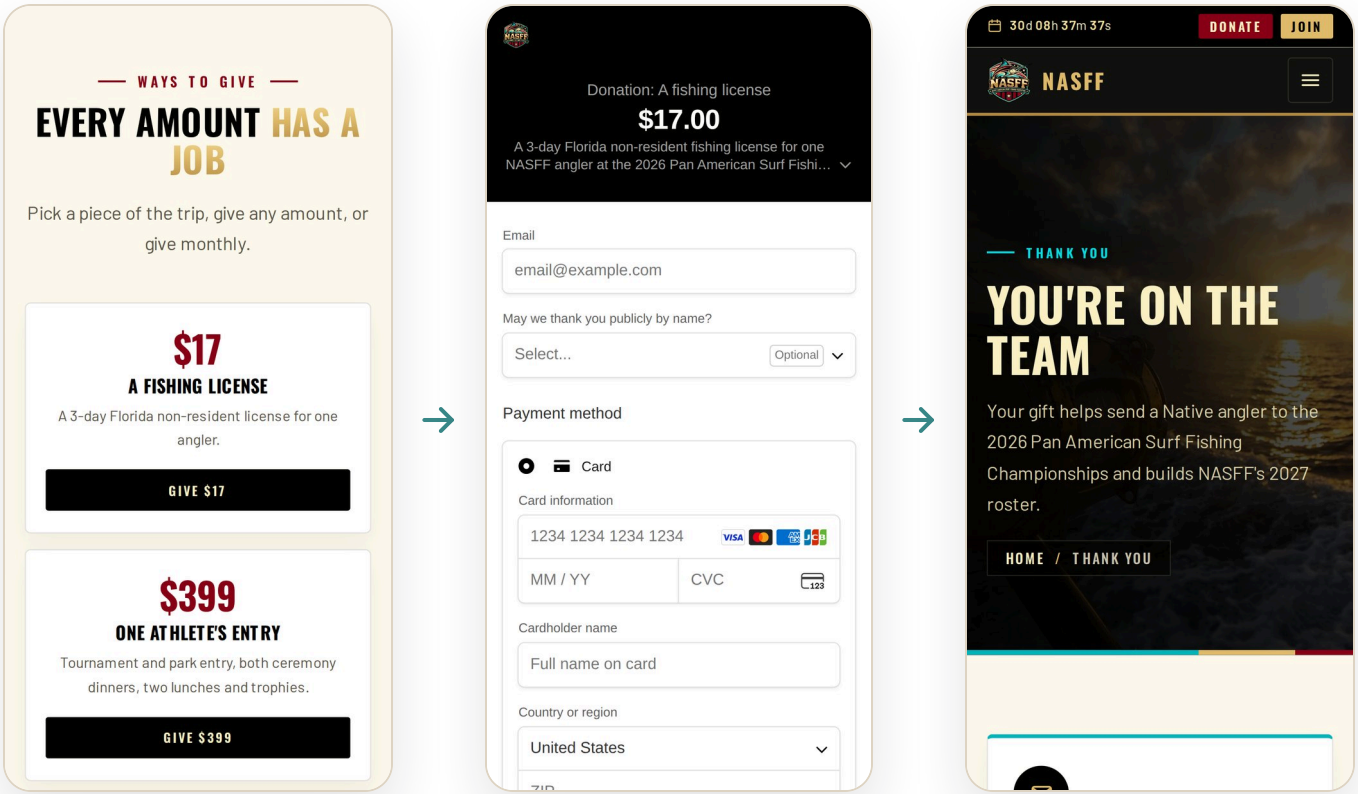
Donors and sponsors see where money goes, and a gift of gear has an obvious, measurable value.

Gear is the biggest lever

Competition gear is $5,847 of the $8,600. An angler who already owns their gear costs about $2,000 to send, so a gift of rods, reels and tackle can matter as much as a check. The page says so, and offers a way to give gear.

From first tap to thank you

Card details never touch the website. Checkout runs on Stripe, in NASFF's crest and colors.



1 · Choose a level on nasff.org

2 · Pay on Stripe's checkout

3 · Land on the thank-you page

ON THE PAGE

Stripe's hosted checkout with NASFF's crest and colors, an optional “May we thank you publicly by name?” question, and a thank-you page that explains the receipt, monthly gifts and refunds.

WHY IT WORKS

Card data goes straight to Stripe, which is certified to PCI DSS Level 1. NASFF never sees or stores a card number, and receipts go out automatically.

WHAT IT CHANGES

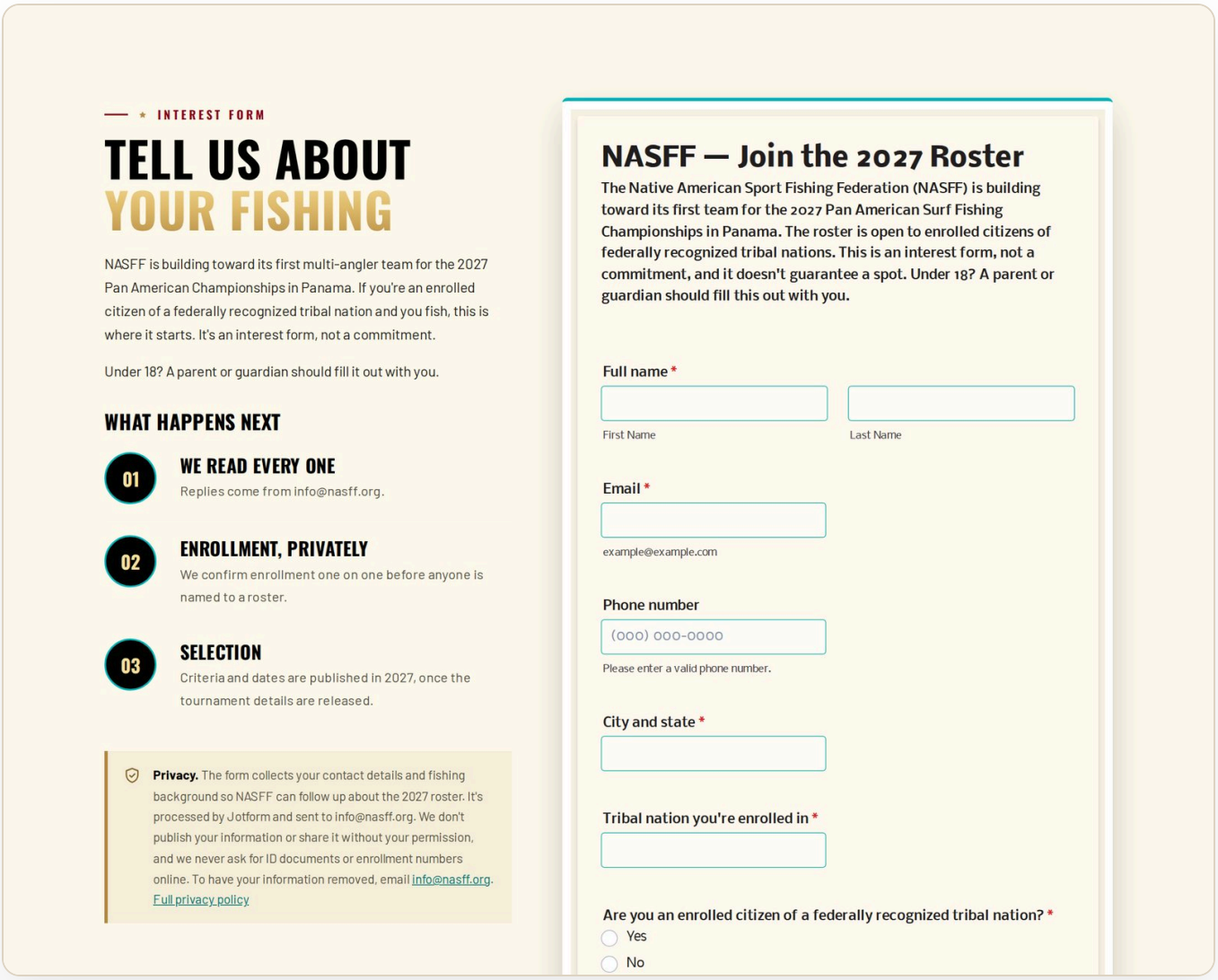
A federation with no office takes gifts securely around the clock, with no staff time per gift, and donors are thanked only the way they asked to be.

The boundary we keep

Sensitive data stays off the public page. The site collects only what it needs and hands payment details to a processor built for them. We hold every form we build to the same rule: if the website doesn't need it, the website never asks for it.

Join the roster

An interest form people finish, because it says what happens next and what it will never ask for.



ON THE PAGE

The roster interest form embedded in the page, three numbered steps on what happens after, and a privacy note beside it.

WHY IT WORKS

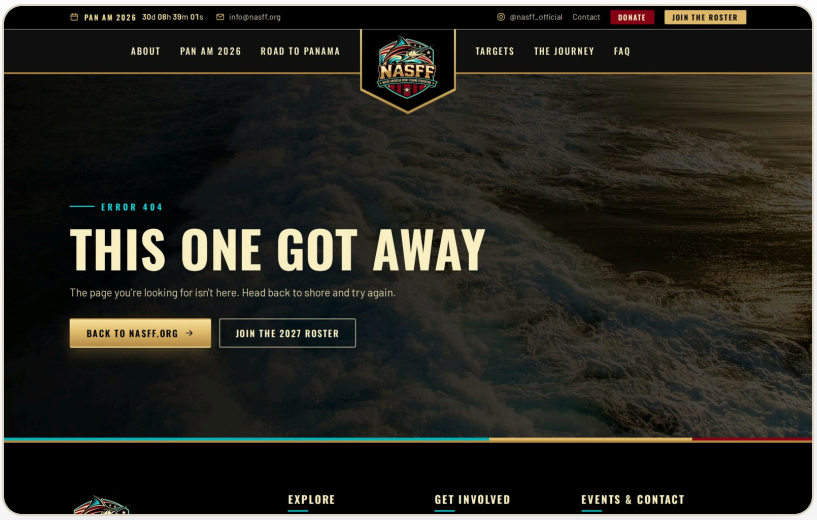
It asks only what's needed, and says what it won't ask for online: ID documents or enrollment numbers. Enrollment is confirmed privately, one on one. A fallback link opens the form if it doesn't load.

WHAT IT CHANGES

Interest turns into a list NASFF can work from, delivered to the federation's own inbox, with no sensitive documents passing through the web.

The details that build trust

Small things a visitor never notices until they're missing.



THE 404 PAGE



NASFF.ORG

Native American Sport Fishing Federation (NASFF)

Native American anglers on the world stage. Pan Am 2026 in Florida, then the road to Panama 2027.

A SHARED LINK, PREVIEWED

A HELPFUL 404

"This one got away" keeps NASFF's voice and points people back to the site instead of leaving them at a dead end.

SHARE PREVIEWS

Every page carries its own title, description and image, so a link shared in a text or a post looks like it came from a real organization.

SEARCH AND EMAIL

A sitemap and structured data tell search engines what NASFF is. Email authentication helps info@nasff.org reach inboxes, and nasff.com forwards to nasff.org.

Documentation, so nothing depends on us

Every account, setting and rebuild step is written down in plain language: where the domain lives, how the site is updated, how giving is set up. The federation can change anything without calling us.

SECTION 19

What comes next

The site launched with the federation. It grows as the program does.

Next on nasff.org, following NASFF's own timeline

- The Florida film, winter 2026–27
- The 2027 roster call
- Selection criteria, once the 2027 tournament details are released
- Founding sponsor recognition, as set out in each sponsor's agreement
- The road to Panama 2027, step by step

What it builds on

Every new page uses sections that already exist: cards, timelines, schedules and question groups. Adding the film or a sponsor wall is content work, not a rebuild.

The accounts, the documentation and the source are already in NASFF's hands, so the next change can be made by whoever NASFF chooses.

How a build like this runs

PHASE	WHAT HAPPENS
Listen	We start with the people who have to say yes. Here, that was the tournament organizers, the anglers NASFF represents and tribal leadership. Requirements come from them, not from a template.
Protocol	Nothing about a Tribe or its citizens is published without permission. Approval is a step in the schedule, not a surprise at the end.
Design	We build from the identity a client already has. NASFF's colors came from its own crest. We applied a brand rather than inventing one.
Build	Hand-built pages from reusable sections, checked at phone width and for accessibility as we go.
Launch	Domain, email, redirects, search basics and share previews in place on day one. nasff.org went live on September 24, 2026, a week before the deadline.
Grow	Policies, online giving and a thank-you page followed on October 4–5, as the program needed them.
Hand off	Every account in the client's name, every setting written down, and the source archived.

What we will not do

We don't publish cultural material, tribal names, or anyone's story or photograph because it happens to be available. Those are decisions for the people and Nations involved. We bring the question. They give the answer.

SECTION 20

What this does for a Nation

A website is not the point. What a Nation gets back is standing, capacity, reach and control, and those are the things worth measuring.

Standing with partners

Funders, agencies and partners look an organization up before they commit. A current, accurate site is how a Nation shows it can do what it's asking to do. NASFF was checkable from the day it entered.

Capacity for a small team

Answered questions, contact lanes, automatic receipts and forms that land in one inbox give hours back to people who already carry too much.

Reach beyond the community

Citizens live everywhere. A site that works on any phone reaches the citizen in the city and the supporter across the country the same way it reaches the person at home.

Programs people can act on

When people can apply, register or give online, interest turns into action, without sensitive information ever passing through the public website.

Digital sovereignty, stated plainly

Tribal sovereignty doesn't stop at the edge of the data. A Nation should own its domain, its hosting, its content, its data and its accounts, and be able to move on from any vendor, including us, without losing any of it. That's how nasff.org was set up, and it's how we set up our work.

LIVE BEFORE THE DEADLINE

nasff.org went live on September 24, 2026, a week before the October 1 registration close.

NINE WAYS TO GIVE

Added October 5: five giving levels, any amount and three monthly gifts, with receipts and a thank-you page.

$0 TO HOST

The site runs on Netlify's free plan, with no plugins or software licenses to renew.

SECTION 21

Working with Indigenous Media Group

A Native-led digital studio building websites, video, brand identities, digital marketing and podcasts for tribal governments, intertribal organizations and Native nonprofits.

WHAT WE DO

Websites, video, brand identities, digital marketing, podcasts and digital storytelling.

HOW WE WORK

Relationship first. One point of contact, plain-language updates, and approvals at every stage, with cultural review built into the schedule.

WHO WE SERVE

Tribal governments, intertribal organizations and Native nonprofits, nationwide, from Southern California.

What we bring to an engagement

WE START WITH PROTOCOL

Nothing about a Nation, its citizens or its culture is published without permission. We ask first, and we build the asking into the schedule.

WE DESIGN FOR THE PEOPLE USING IT

Phones, older devices, elders, and staff who aren't developers. Plain language, clear next steps, and pages a small team can keep current.

WE KEEP SENSITIVE DATA OFF THE PUBLIC PAGE

Forms ask only for what they need. Payments and protected information go through systems built for them, never through the website.

WE HAND IT OVER, NOT HOLD IT

Accounts in the client's name, every setting written down, and nothing left in our hands that a Nation would need to get back.

Let's talk about your Nation's digital presence

If your Nation is starting from nothing, between vendors, or running a site nobody maintains, the first conversation is free and carries no obligation. We'll tell you what we think you need, even when that's less than you expected.

Robert Jacobo III
President
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INDIGENOUS MEDIA GROUP

Connecting to Culture, One Tribe at a Time.

Screenshots captured from the live site on October 6, 2026. Photography on nasff.org is stock and NASFF-supplied imagery, shown as part of the site, not as Indigenous Media Group's own photography. Lighthouse scores are automated results from October 6, 2026.