

AAUW Tools for Website Development

I. AAUW Convention, June 26, 2009

- A. 9:00 a.m. Session One
- B. Ann MacKay, CAE, AAUW Warner Robins, GA Branch

II. Links

The following lists of links were used in the revamp of the Georgia and Warner Robins website. Some of the links are to articles about the software that was used.

III. What Platform?

- A. Idealware [Idealware: Candid Information about Nonprofit Software](#)
 1. Comparison of platforms from the Report *Comparing Open Source Content Management Systems: WordPress, Joomla, Drupal, and Plone* Idealware.org

	WordPress	Joomla	Drupal	Plone
Ease of Hosting and Installation	●	●	●	○
Ease of Setting up a Simple Site	●	●	●	●
Ease of Learning to Configure a More Complex Site	●	●	●	○
Content Admin Ease of Use	●	●	●	●
Graphical Flexibility	●	●	●	●
Structural Flexibility	○	●	●	●
User Roles and Workflow	○	○	●	●
Community/ Web 2.0 Functionality	●	●	●	●
Extending and Integrating	●	●	●	●
Scalability and Security	●	●	●	●
Site Maintenance	●	●	●	●
Support/Community Strength	●	●	●	●

○ None ○ Fair ● Solid ● Excellent

- B. Blogger [Blogger: Create your free blog](#)

- C. Drupal drupal.org
- D. Joomla! [Joomla!](http://joomla.org)
- E. Typepad [Blogging Software, Business Blogs & Blog Services at TypePad.com](http://TypePad.com)
- F. Movable Type [MovableType.org - Home of the MT Community](http://MovableType.org)
- G. Wordpress
 1. Selected because [Wordpress Now Recommended for Small Nonprofits | Non-Profit Tech Blog](#)
 2. [Pros and Cons of Using a WordPress Blog as Your Entire Business Site](#)

Pros

- Stoo-pud-ly easy to create and manage site content. How easy? If you can write an email, you can do it.
- Blog and site look the same, because they ARE the same.
- Same SEO (search engine optimization) benefits are accrued by WordPress pages that posts enjoy.
- WordPress pages can have “parents.” That is, a parent page is like a section that has sub-pages in it.
- Tons of plugins that extend and enhance the functionality of WordPress. Other larger CMSs have something similar, but again, WordPress is so easy a decapitated cockroach could work with it (well, for up to 10 days anyways, which is how long cockroaches can live without their heads—not that you really wanted to know that).

IV Wordpress

- A. Free wordpress.com
- B. Self hosting with own domain name wordpress.org

V Themes

- A. wordpress.org—themes
- B. Atahualpa wordpress.org—atahualpa
 1. Features
 - Over 200 theme options, drop down menus for pages and categories, fluid or fixed width layout, 1, 2 or 3 columns,

rotating header images, auto image resizing, integrated Feed-burner form, 4 extra widgets and more. WP 2.2-2.7 and WPMU. English plus DE, HU, PT, CZ, SI, TR, FR, PL, NL, BG, IT, VN, JP, ES. Support at the BFA WP Forum

2. Support BFA WP Forum forum.bytesforall.com

VI. Guidelines for Websites

A AAUW > Member Center > Tools and Guides > Websites for Branch and States

1. www.aauw.org—index.cfm

VII. Content

- A. Mission www.aauw.org—index.cfm
 1. Value Promise
- B. Diversity Statement www.aauw.org—divpolicy.cfm
- C. Bylaws www.aauw.org—index.cfm
- D. LAF www.aauw.org—laf
- E. Membership www.aauw.org—index.cfm
- F. Public Policy www.aauw.org—index.cfm
 1. Pay Equity
 2. Keep the Change Campaign
 3. Action Network
- G. Forms for members www.aauw.org—index.cfm

VIII. Graphics

- A. Logos www.aauw.org—graphics.cfm
- B. Guidelines for Use www.aauw.org—logohistory.cfm
- C. Graphics for links

IX. Links and Feeds

- A. RSS Feeds www.aauw.org—index.cfm
- B. Twitter twitter.com—AAUW
- C. Facebook www.facebook.com—group.php
- D. Action Network capwiz.com—signup
- E. ShopAAUW aauw.source4.com—Home.asp
- F. Youtube www.youtube.com—AAUWinfo

X. SEO

- A. Wordpress plugin wordpress.org—all-in-one-seo-pack

XI. Privacy Policy www.aauw.org—policies.cfm

XII. Questions

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