

# **ROP Organizing Tips- Suggested Guidelines for a Website**

## **DEVELOPING A WEBSITE**

A website is a good way to keep your members and community informed and up-to-date on the work you are doing. Additionally, websites can serve as a tool for potential supporters to find your group and learn about ways to get involved. The most important thing for your website is to make sure it's reader-friendly, easy to maneuver and shares core basic information without over informing. Below are some suggestions for website basics to consider.

## **INFORMATION AND SECTIONS TO INCLUDE**

*Home:* The home or welcome page can be where your group displays your most recent news and announcements. Start with a description of at least one current campaign or project. Follow that with either an upcoming event or a summary of a recent event or activity. Alternately, the home page can just contain the basic information on your group and a photo with clear links to your activities and your campaigns. The most important thing is to keep this page simple & readable.

*About Us:* Even if you include basic info on the front page, a separate 'about us' link should provide more details on your group including your mission or vision. If relevant, the 'about us' page should include either a summary of who keeps your group running and/or the names/bios/photos of your group leads.

*History:* Summarize in a paragraph or two how your Human Dignity Group came together and the general scope of your work. Then if you would like to provide more details such as a longer history, a timeline, or bullet points of activities/events/successes, add a 'more info' link to the history page.

*News:* If not included in the front page, there should be a separate link for news items, or the front page could contain only the most recent postings and you could include a 'news' link for older or archival postings. Be sure to provide information on recent activities and/or ongoing projects.

*Calendar:* For your events include a description, time, date, and location for any upcoming events or activities. This page should also include who to contact for more information or to volunteer. If you use a calendar plugin be sure to keep it up-to-date.

*Contact Us:* Include your mailing address, phone, email, and physical address if applicable (with map or directions).

*Donate:* You can either include this option on your webpage or include information about how individuals can contribute.

## **A WORD ABOUT PHOTOS**

Pictures are a great way to convey cohesion to potential new members and are helpful to include on your homepage. They are also an opportunity for you to document your history and progress and should be added to the history page. Images make a webpage more exciting and personable and remind non-members in the community of all the great work you are doing. Hopefully, they will even see themselves as part of that work and join in!



## WEBSITE OPTIONS FOR HUMAN DIGNITY GROUPS

Websites span the realm of possibility from incredibly complicated to quite simple. Here are three options for free or very cheap website creation systems that offer an easy approach to setting up your own autonomous Human Dignity Group website. With all of these, we recommend that you weigh which option best suits your needs. There should be at least three people who feel comfortable using and updating the site and have access to the password.

*Wix*- Wix is a very popular option to make websites that meet your needs! It is freemium, which means that the basic site is free and you can expand for small fees. There are lots of template and systems which make designing a website painless. You can also create your own domain name and custom email using the site. It also doesn't require a lot of technical skills and you can find youtube tutorials for your team managing the site.

*Squarespace*- This is another popular freemium option. There are lots of templates to choose from, and design is similarly easy to Wix. It is also generally more geared towards websites that include an online store. If you are selling merch for your group this could be a great option.

*Wordpress*- Of all the options you can do the most customization with Wordpress, but is more suited for folks with some website design knowledge. Is you know or want to learn HTML or CSS coding, this could be a fun option. There are lots of tools and videos that can help your learning process, but this will take more time.

