



KickStart Website Program Readiness Guide

The following guide is intended to help organizations understand the options and steps they need to take in order to be prepared to submit an application to participate in the KickStart Website Program.

****Be sure to use the bookmarks for easier navigation of this PDF****

The Process

- ✓ Review the Readiness Guide
- ✓ Choose the appropriate option
- ✓ Make sure you have all the necessary tasks complete
- ✓ Submit your application
- ✓ Upon approval receive an email explaining how to get started with the program

Who Is Eligible

Technically, any nonprofit organization is eligible to participate. However, given the specific limit of pages, images and functionality in each of the packages the KickStart program is not necessarily intended for everyone. This program has been specifically created to support small organizations looking to create their first website or rebuild their initial website in a Content Management System (CMS). The ultimate goal being that as their organization and needs grow so can their website.

If you have needs that are outside of the existing programs please contact us directly and we can tell you more about our custom website projects.

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Basic Program

Intended Participants

This package is intended for organizations who currently have a webhost they wish to stay with or feel comfortable selecting a webhost that is compatible with running Joomla 1.5.x

If the following tasks related to the Basic Program seem beyond your current skill level or you would simply prefer getting assistance with these tasks you should consider applying for the Premium Program.

Basic Starter Website Program Includes

- ✓ Installed instance of Joomla 1.5.x (most current version)
- ✓ Creation of up to 5 pages (client provides all content)
- ✓ Loading and optimization of up to 5 images + an existing logo (if applicable)
- ✓ Select from available options of template choices
- ✓ Basic training documentation

Summary of what you will need to be ready to provide for Basic Program

- ✓ Have a webhosting account setup
- ✓ Have a domain already registered and have access to manage it
- ✓ username and password for FTP access to your hosting account
- ✓ Web hosting must be meet the technical requirements for Joomla 1.5
- ✓ Need to have the content for the website ready to submit in appropriate format
- ✓ Know what you want your menu to look like
- ✓ Have images ready to submit in the appropriate format

Detailed Explanation

Establish A Webhosting Account

With so many options available for webhosting there are a few things you should keep in mind to ensure you get quality services.

- ✓ Price: you should be able to find quality hosting services for \$5-15/month. 501(c)(3) organizations also qualify for free webhosting accounts with certain providers.
- ✓ Support: Be sure to explore the various ways you can access support if you have questions (support tickets, email, phone, etc)
- ✓ Web Host package details: Ensure that the features, bandwidth, supported scripts etc all meet your needs
- ✓ Control Panel: There are a wide range of ways you can access and manage your account and associated components such as emails, backing up databases and other features. Be sure that the one your webhost uses makes sense is one that you feel comfortable using.

Registered Domain

The domain is the web address that your website will live at (for example www.tacs.org). Often times you can register and manage your domain at the same place that you set up your webhosting service. [Network Solutions](#) is an example of an option that allows you to register and manage your domain separate from where you have your website hosted.

*****To participate in the Basic program you will need to be able to provide login information for the management of your domain.***

FTP Details

In order to install an instance of Joomla with your webhost you will need to provide FTP login credentials for your webhost account. You should be able to find these in your welcome emails from when you setup your account or by logging into the control panel area of your hosting account.

Meets the standards for Joomla 1.5.x

There are certain technical requirements that your webhosting package needs to be met in order to use the Joomla CMS system. The easiest way to find out if your hosting package meets these is to ask your webhost directly. Most includes these options in their basic hosting packages but they should be able to tell you if there is any question.

Requirements for Joomla 1.5.x

Software	Recommended	Minimum	More information
PHP*	5.2 +	4.3.10	http://www.php.net
MySQL**	4.1.x +	3.23	http://www.mysql.com
Apache*** (with mod_mysql, mod_xml, 2.x + and mod_zlib)		1.3	http://www.apache.org

Content

Before applying to participate in the KickStart Program you should have the content for your site ready to submit in a standard format such as a word document.

Menu Outline

Before applying you will need to know how you want your menu labeled.

Menu Outline Example

- Home
- About Us
- News
- Get Involved
- Contact Us

Images

In order to optimize your images for the web they need to be submitted in an appropriate size and format

- ✓ Appropriate Formats: .jpg .gif .bmp .psd .eps .tiff
- ✓ Appropriate file size: 500kb – 1.5 mb/image file
- ✓ Dimensions: The same or larger than expected use for the website. The general rule is that you can always make an image smaller but never bigger in order to maintain quality.

Premium Program

Intended Participants

This package is intended for organizations who currently do not have a webhosting account, are interested in changing webhosts or would like TACS to help facilitate the process of selecting and setting up the new webhosting account. In addition, those organizations looking for some additional features such as Google Analytics, email account setup and basic Search Engine Optimization (SEO)

Premium Starter Website Program Includes

- ✓ Assistance with setting up website hosting account
- ✓ Assistance creating up to a max of 5 email accounts for domain (This does not include any ongoing email support. This would be directed to the hosting provider)
- ✓ Installed instance of Joomla 1.5.x (most current version)
- ✓ Creation of up to 8 pages (client provides all content)
- ✓ Loading and optimization of up to 10 images + an existing logo (if applicable)
- ✓ Select from available options of template choices
- ✓ Inclusion of Google Analytics Website Statistics functionality
- ✓ Basic Search Engine Optimization (SEO)
- ✓ Basic training documentation

Summary of what you will need to be ready to provide for Premium Program

- ✓ Letter of Determination for 501(c)(3) organizations. This is used to establish free nonprofit hosting and domain registration.
- ✓ Up to 5 email address you want created (i.e. john@, jane@)
- ✓ Email to use for Google Analytics account
- ✓ Need to have the content for the website ready to submit in appropriate format
- ✓ Know what you want your menu to look like
- ✓ Have images ready to submit in the appropriate format
- ✓ 2-3 sentence description of your organization for search engines submission

Detailed Explanation

Assistance setting up webhosting account

Our consultants have spent time reviewing and testing various webhosting services. We will facilitate the process of setting up your organization with high quality web hosting services particularly suited to supporting a website built with Joomla.

501(c)(3) organizations can be matched up with a free nonprofit hosting account that includes website hosting and domain registration for life.

Create up to 5 email accounts

Once your webhost account has been set up we will help create up to 5 email accounts using your domain and provide you the information needed to configure your mail client such as Outlook or Thunderbird.

Ongoing support and issues related to email can be handled directly through your webhost or can be supported by TACS as service separate from the KickStart Program.

Google Analytics

Your website will be setup with Google Analytics tracking in order to provide you with high quality information about your website statics (visitors, pageviews and oh so much more). Google Analytics is a free service provided by Google.

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Menu Outline

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Menu Outline Example

- Home
- About Us
- Programs
- News
- Get Involved
 - Donate
 - Volunteer Opportunities
- Contact Us

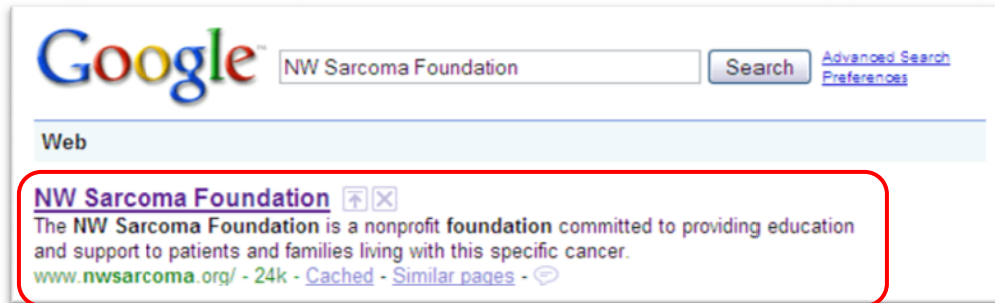
Images

In order to optimize your images for the web they need to be submitted in an appropriate size and format

- ✓ Appropriate Formats: .jpg .gif .bmp .psd .eps .tiff
- ✓ Appropriate file size: 500kb – 1.5 mb/image file
- ✓ Dimensions: The same or larger than expected use for the website. The general rule is that you can always make an image smaller but never bigger in order to maintain quality.

Basic Search Engine Optimization

We provide some basic Search Engine Optimization (SEO) for your new website. While we will take care of most of these tasks for you what you need to be ready to supply is a “Site Description”. This is 2-3 sentences about your organization that would appear below your listing in a Search Engine Results Page listing. See example below:



Future Additions to you KickStart Website

The purpose of the KickStart Website Program is to give your organization just that, a kickstart. We understand that as your organization grows so will the ways you need to utilize your website to connect with the community.

That is why we will be here to support your efforts to add additional functionality later on. Whether you simply need an extra hour of consulting to add a new type of functionality or plan a major expansion of your website. We are happy to provide services that will meet your needs and your budget.

Examples of additional support include:

- ✓ Calendars
- ✓ Event Listing
- ✓ Search Engine Optimization
- ✓ Usability Reviews
- ✓ Photo Galleries
- ✓ Event Registration
- ✓ Online donations
- ✓ And so much more...

Custom Website Projects

Organizations that have needs greater than what is provided by the various KickStart Programs are encouraged to contact us directly to talk about a how a custom website project could meet your organizations needs.

Since these types of projects are customized to meet your unique needs the terms and conditions of the project would be unique as well and fall under our standard hourly rates. These rates are based on a sliding scale as determined by your organization's operating budget. Please contact us if you have any additional questions or would like to speak with a consultant in greater detail about a custom website package.

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Resources

The following are links to some helpful resources to help you prepare your materials for a website.

Writing for the Web

Content written for the web is very different than content written for print materials. The following are some links to resources that can help understand how to write and format your content so it is appropriate for a web setting.

<http://www.webdesignfromscratch.com/writing-for-the-web.php>

webdesign.about.com/od/writing/a/aa031405.htm

<http://websitetips.com/webcontent/>

Image Resources

Images can be a powerful and effective tool to help you tell your organization's story and connect with people. Sometimes it can be hard. While providing your own images is often ideal, the priority should be to provide high quality images that reinforce your message. For this reason, sometimes it can be more effective to use high quality images from outside sources. Below are some resources that you might find helpful.

*It is important, and your responsibility, to ensure that there are no copyright issues with the images you select to use for your website. Be sure to check the license agreements if you have any questions.

Free Images

www.sxc.hu

http://commons.wikimedia.org/wiki/Main_Page

www.flickr.com

Low-Cost Images

www.stockxpert.com

www.istockphoto.com