

## WNTC/PACE Website Design for Non-Profits

We are now recruiting not-for-profit agencies that need website design services to work with Pace University's community-service Website Design for Non-Profits program. The next session of this program will be for the Fall 2009 semester. Agencies can expect to be contacted in August with the specific details and requirements. You should plan to have all of your materials (text, graphics, etc) ready by September and you should expect the students to show your completed designs in December.

Typically, an agency participating in a Fall semester program can expect to have a fully functional, live website by the coming January.

The next three pages are the materials for the most recent semester for your information. If you have any questions or concerns please contact Dwight Arthur at

[wntcweb@grantsmiths.org](mailto:wntcweb@grantsmiths.org)

(845) 270-2488

## WNTC/Pace Website Design for Nonprofits Spring 2009

This semester we are recruiting for two class sections:

Pleasantville  
Mondays, 3:35-5:15 pm  
Jan 26 – May 11  
Goldstein G300

Downtown NYC  
Thursdays, 3:30-5:20  
Jan 22 – May 7  
1 Pace Plaza, E315

### **Class Schedule**

By the second week of class, two teams of students will be assigned to your project. They will have had a chance to look over the materials you have collected for them (See “what to prepare for your students” below). These students may be new to website design and they may not understand much about non-profits either. They will want to get together with you to go over the materials and discuss what you want in your website. The meeting will probably be in the afternoon of Jan 29 for the Thursday section or the afternoon of Feb 2 for the Monday section. If it’s convenient, this meeting should happen at your agency location so the students can see your agency on action. Otherwise, you could meet on campus. At this meeting you should let the students know how to reach you if they have any questions. You may also want to ask the students if you can check in with them for updates on their progress as the semester unfolds. Generally, the more often you talk to the students, the more likely that the website design will meet your expectations.

Around the middle of the semester (possibly Mar 12 or 16) you will be invited to the midterm presentations on campus in the classroom mentioned above. The students will present a very preliminary, rough idea of your website design. You should let them know whether they have understood what you want and need, whether you feel that the design is right for your agency, and whether you have any suggestions.

At the end of the semester you will be invited back for the final presentation. The teams will show you their finished designs. You will be asked to evaluate them and select the one you like best and want to use as your website. You may want to have some more work done, such as incorporating the best elements of the two designs into a single new design. The class project will be over, however. You may want to check with the instructor to find out whether some of the students may be available to work for you for a fee after the semester is over.

## **Website Maintenance Class**

About a month after the class finishes, WNTC will offer your agency a class on website maintenance. For tuition of \$100 your agency will be able to send one or two people to two half-day classes about a week apart. You will learn how to do basic website maintenance, such as taking down information about events that have passed or putting up the new issue of your newsletter or the next month's calendar of events. You will learn the basics of using Dreamweaver, a popular website design tool. If you do not already have a copy of Dreamweaver you can buy it from TechSoup for about \$160. We will help you sign up for TechSoup if you have not already done so.

## **What to prepare for your students**

You need to collect a lot of material for the students to use. You need to get to work on this right away. You need to get your materials organized and delivered to me by January 15, which does not give you much time. You will need:

1. A list of pages you want. You can look at Appendix A for some ideas. Bear in mind that the students may not have time to do more than six or eight pages during the semester.
2. Text. The students are designers, not writers. If the pages are going to have any text it is up to you to write it and provide it to the students. Do not expect the students to go to your current website and copy the text out – you should plan to do this for them. Try creating a Word document with the text for each web page on a separate page of the document, with a page title showing what page the text is for.
3. Pictures and graphics. Again, the students are designers, not artists. If there are pictures of your agency's activities, staff or clients, you need to collect them now. Any person who recognizably appears in a picture needs to sign a release. Also, any graphical design elements (logos, special borders or other artwork) need to be collected at this time. If possible please make a disk with a file of your pictures and graphics. Popular file formats are .jpg and .gif but others may be just as good – tell me what you have and we can discuss it.
4. Fonts and colors. If there is a particular font that's used in your agency's brochures and reports, tell the students so they can use the same or a similar one in your website as well. Also, tell them what your agency's preferred color scheme is. Please be specific about whether your logo must be a certain color or whether the students are free to recolor it. If your chosen fonts or colors are difficult to work with on websites, your students will let you know and propose something that's close.
5. Your current or recent brochures. If you have electronic versions please include them on your disk. Otherwise please mail them to me so that I receive them by January 9 and I will scan them.
6. Anything else that you think will help the students understand your agency or your requirements for a website.

## **About Waiting Lists**

Students may add and drop the website design classes at the last minute, which can change the number of agencies that can be served by this program. Up until the second week of classes there is a possibility of waiting list agencies being activated and assigned to student teams. Since it takes some time to prepare all of the materials expected of the agencies, we may ask a few agencies to develop their materials even though they are still on the waiting list. In return, these agencies have the best chance of getting activated if there are last-minute enrollments.

If an agency has been asked to participate this semester, but it is unable to get the required materials together in time, we may ask an agency from the waiting list to take its place.

If you are on the waiting list and have prepared all of your materials, but you don't get a chance to participate, you will be offered first choice of the next semester's sections.

## **Appendix A: Types of web pages that you might need**

Bear in mind that student teams may only be able to produce six to eight pages in a single semester.

### **Basic Pages**

- Home page
- Introduction to your agency
- Mission
- History
- List of projects & services
- How to donate
- Credit your benefactors
- Community links
- Other links
- Street & mailing address
- Directions
- Phone numbers
- Email addresses
- Hours of operation

### **Advanced Pages**

- Calendar of events
- Project or service details
- Volunteer opportunities
- Agency in the news
- Current newsletter
- Current annual report
- Officers
- Staff
- Members of the board
- Credit the student teams
- Credit the students' agency contacts
- Credit Pace & WNTC

### **Premium Pages**

- Registration for events
- Online volunteering
- Apply for services online
- Searchable archive
- Directions from where
- Blogs
- Donate: Paypal
- Donate: Google Checkout
- Donate: Network for good, etc
- Landing pages for ads
- Merchandise, cart
- Adsense