

INTRODUCTION

Build my community website in 7 weeks



superhighways
harnessing **technology** for **community** benefit



What we'll cover today

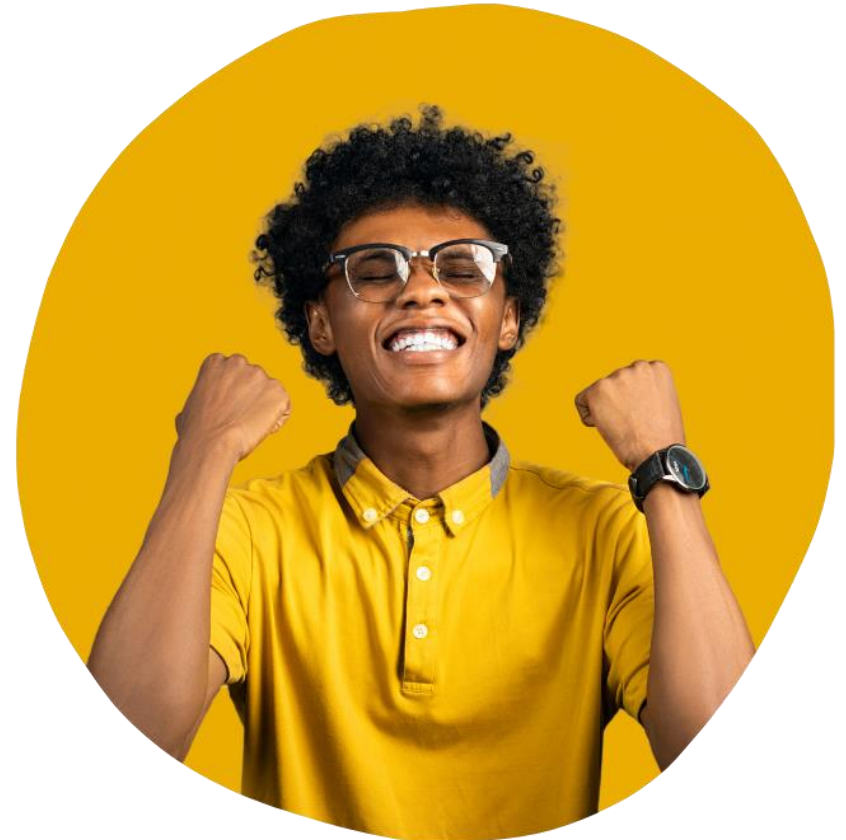
- ✓ Meet each other
- ✓ Goals for your website
- ✓ Overview
- ✓ How your website might look
- ✓ Start planning your website
- ✓ Apply for your Voice website



How will your new website help your organisation?

Impromptu networking

- ✓ In pairs in breakout rooms
- ✓ 3 times
 - ✓ 4 minutes
 - ✓ 3 minutes x 2



Campaigning?

Awareness?

Connecting?

Volunteering?

Goals

Taking Action?

Coming to
activities or
services?

Think
about
what you
really
need your
website
to do for
you?



What's your goal?

Make a note in chat about the main goal or goals of your website.

Answers in chat



Digital Foundations



Small charities and community groups will have the **digital skills** and **tech infrastructure** they need to run their organisation and amplify their impact





What devices, software and online tools we can use. And how can they all fit together into a simple everyday system?



Partnership and funder

Five year partnership programme:

- ✓ Refugee Council
- ✓ HEAR Equality and Human Rights
- ✓ Voice Online Communities CIC



Lots of help on offer

- ✓ 60 minute training series e.g. cyber security
- ✓ One-to-one advice
- ✓ Setting up the right system for you
- ✓ Free community websites
- ✓ Build My Community Website in 7 Weeks training

More to come soon...





Voice is a free website builder for all charity, community, not-for-profit, and voluntary groups in the UK.

[View example sites](#) or [Apply](#) for a free website and see for yourself.

[Apply for a free website](#)

<https://e-voice.org.uk/>





See the
[Training Modules](#)



Build My Community Website in 7 Weeks

Hello and welcome to our new training programme to help you build a simple website.

How this course will run

This is a weekly training course, usually on Wednesday between 10am and 12pm. Each week will usually be 1.5 or 2 hours long. Trainers will stay online for up to 30 minutes after the training to help if you want to keep working or ask more questions.

We may use digital products or online templates for learning. We will teach you how to use them, so do not worry if you have never used them before. Please bring a pen and paper if it helps you.

Requirements

To take part you will need a laptop or computer device. This is important for weeks 4, 5 and 6, when you will be building your website.

How we'll work together



Planning
and
writing



Follow each
step.
Recordings
available



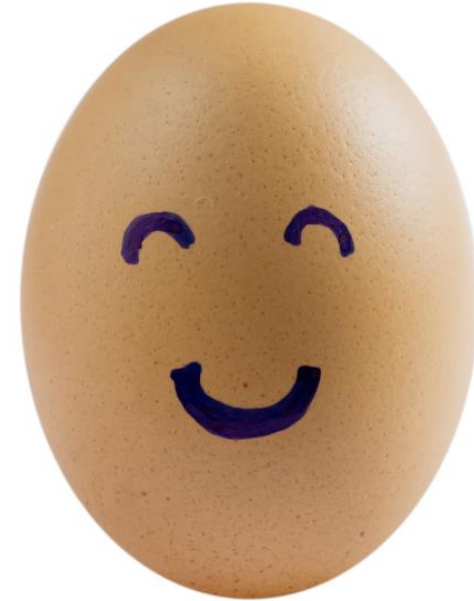
Text and
images to
practice
with



Share
with
each
other



What helps you to learn and work?



Answers in chat



Break
10 minutes





Things to
do now



Five planning actions

1. Domain name provider log ins
2. Focus on visitor actions
3. Start writing
4. Gather your assets e.g. photos
5. What you need versus what can wait

1. Domain names (free - £20 per year)

I need one / have existing

- ✓ I want my website to be .org.uk
- ✓ We're using one for our email address
- ✓ You do not need hosting for your website
- ✓ You do not need an SSL (site security certificate)

It's not important right now

- ✓ e-voice.org.uk/mywebsite
- ✓ You are using a personal email address e.g. myname@gmail.com
- ✓ You do not need hosting for your website
- ✓ You do not need an SSL (site security certificate)



2. Focus on your visitor actions

As a [who are you?]

I need [what do you need to do?]

So that [why do you need to do this. what is the purpose?]

It's useful to have a good idea of what people genuinely need from your website. User needs statements are a way of putting yourself in someone else's shoes.



2. Focus on visitor actions



What are one or two actions you would like your main visitors to take?

Answers in chat



3. Start writing



E-Voice page template

Do not format your text. You will make formatting choices on your website.

| | |
|-------------------|--|
| Full title | This can be a long title that displays at the top of your webpage |
| Menu title | A shorter title used in the navigation menu, which also forms part of your item's URL. |
| Subtitle | Can be shown prominently on the page and in grids and lists on other pages. |

You can use this [Word doc template](#) to start writing your copy. Would you like it in another format?



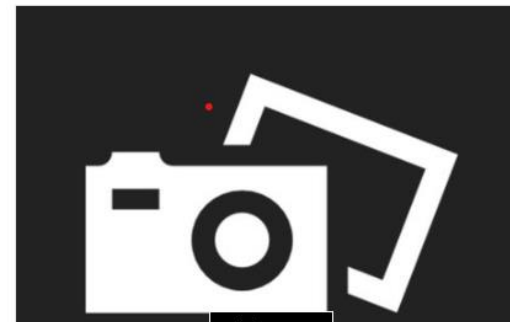
4. Gather your 'assets'

Note: 'Free' photos are those that are clearly labelled with a Creative Commons licence

[Our list of photo libraries](#)

Free photo websites

Free photos you can use for your small charity or community organisation. New photos added everyday and where attribution is not always required (check the details of each photo before using it as you may need to get credit the author according to the Creative Commons Licence)



pixabay.com

Free Images - Pixabay

Over 1,143,305 high quality photos, illustrations, and vector graphics. Free for commercial use. No attribution required.

[VIEW MORE](#)



pexels.com

Free stock photos · Pexels

Free stock photos you can use everywhere. ✓ Free for commercial use ✓ No attribution required

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5. What you need versus what can wait

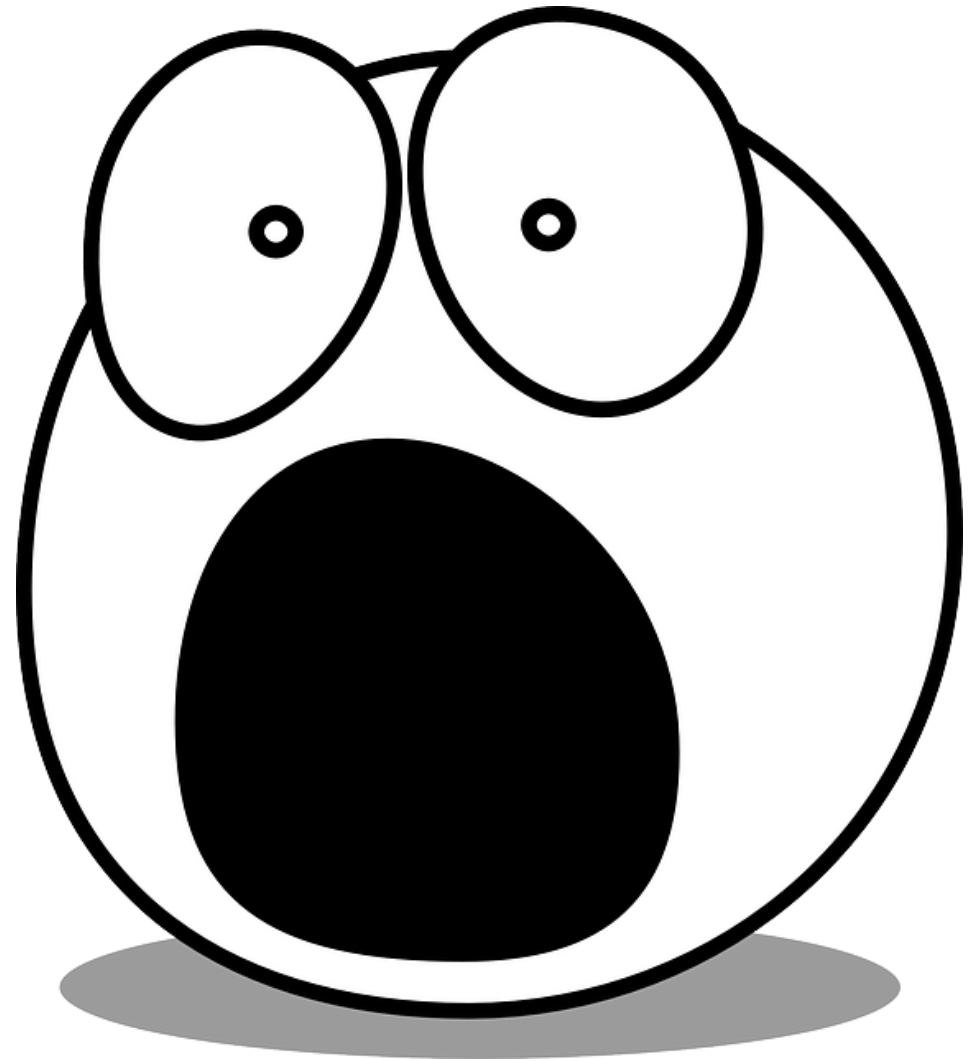


Image by [OpenClipart-Vectors](#) from [Pixabay](#)





Croydon Mencap supports parent carers of children and young people with any disability aged 0-25 and adults with a learning disability and their parents, carers and families.



Information



Support



Get involved

An example of a Fresh theme in action: [Croydon Mencap](#)





Navigation bar containing: [Donate](#), [Accessibility](#) (highlighted with a red dashed box), Search, user profile icon, globe icon, and settings icon. Below the search bar is a "Select Language" dropdown menu and the text "Powered by Google Translate".



HEAR connects organisations and individuals to be a collective and inclusive voice for equality and human rights across London.

HEAR is a network of London charities, voluntary organisations, community groups, grass roots campaigners, community activists and 'experts by experience', working for equality, human rights, and social justice, and against discrimination and prejudice.



[HEAR](#) uses the Fresh theme too.

They have added a free website accessibility widget called [User Way](#).





Crowdfund Kingston is a very simple website using a 'Bootstrap' theme

Crowdfund Kingston is an informative webpage set up to advise residents of Kingston upon Thames how to effectively use Crowdfunding to fund ideas, causes and movements.



Residents United Forum campaigns to ensure people with any disability in Newham can fulfil their potential and be equal with everyone



Residents United Forum brings together representatives of different local community groups to ensure disabled residents, carers and their families voices are heard and their views actioned when developing local services.

Our group is led by Newham residents with lived experiences as disabled people and carers.

[Find out more about us](#)

[Residents United Forum](#) uses a right-hand menu (mobile only) theme called Clarity.

[Voice help](#) also uses the theme



Week 2: Writing for websites and search engines

Wednesday 1st November, 10am to 12pm

Actions:

1. Find 3 websites you like e.g. look and feel, functions, what it helps you to do
2. Sort photos and other assets into a folder you can access
3. Start listing the things you need



Apply for your website

1. Click on [Create your free website today](#) button
2. Fill in the basic details (you can edit them later)
3. You will receive an email
4. Check your junk mail

Create your free website today



What does Superhighways do?

Superhighways helps small charities and community groups gain essential digital and data skills backed by the right tech to achieve their goals.





Thank you for taking part today

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superhighways

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