

# Build my community website in 2 days

Day One



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

# What we'll cover today

## Morning

- ✓ Meet each other
- ✓ Goals and planning
- ✓ Overview of training
- ✓ Logging in
- ✓ Website settings
- ✓ Adding and editing pages
- ✓ Linking to pages, websites and documents



# What we'll cover today

## Afternoon

- ✓ Adding images to a page
- ✓ Deleting and reordering pages
- ✓ Applications e.g. calendar
- ✓ Introduction to layouts
- ✓ Assets library



# Break times



- ✓ Every hour e.g. 10.30am
- ✓ 15 or 10 minutes
- ✓ Lunch at 12.30pm
- ✓ Start back at 1.30pm



# How will your new website help your organisation?

Impromptu networking

- ✓ In pairs in breakout rooms
- ✓ 2 times



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





# Build my community website in 2-days overview





What devices, software and online tools we can use and how they fit together.

[Digital Foundations training](#)





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/>





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 with buttons: [Donate](#), [Accessibility](#),  Search,   
 Select Language    
 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.



Accessibility Menu (CTRL+U)

**How UserWay Works**

Oversized Widget

Contrast + Highlight Links

Bigger Text Text Spacing

[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



What you need  
versus what can  
wait

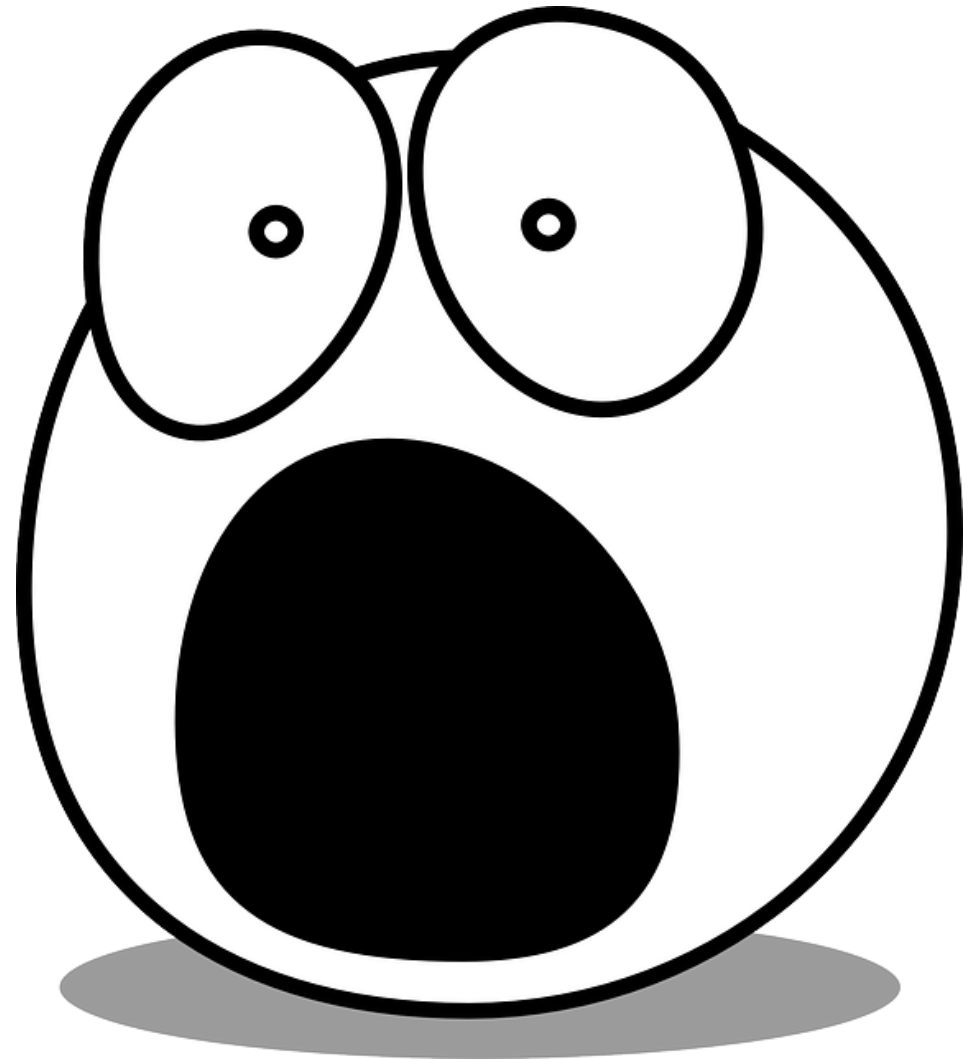


Image by [OpenClipart-Vectors](#) from [Pixabay](#)



# How we'll work together



Planning  
and  
writing



Follow each  
step.  
Recordings  
available



Text and  
images to  
practice  
with



Share  
with  
each  
other







# Three planning actions

1. Website visitor considerations
2. Actions
3. Site structure

# Who are your hunter-gatherers?



Who would you like or need to come to your website?

Write in chat



**Why  
website  
visitors are  
like wild  
animals**





[CAST Design Hops](#)



# Focus on visitor actions



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

Answers in chat



# 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.



As a carer

I need to find information  
about benefits

So that I have enough  
money to look after my  
loved one



As a peer support group  
I need to have a safe  
online space

So that members can talk  
about their feelings





# Create your website now if you haven't already over the break

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
5. Once you have a log in, make sure you return to the London portal to finish setting up your website

Create your free website today



Break  
15 minutes



# Common website structures

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## Simple and Classic —

For nonprofits that don't need a lot of complexity to talk about key programs and services, use our sample sitemap and tips to build a website structure. [View the Simple and Classic structure.](#)

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## Driven by Programs +

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## Programs By Life Stage +

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## One Main Program +

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## Direct Service Provider +

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## Driven By Research +

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## Programs and Policy +

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## No Programs, Just Policy +

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You can read more about [common non-profit website structures](#) at Wired Impact.



# Really simple structure

Home

About

Events

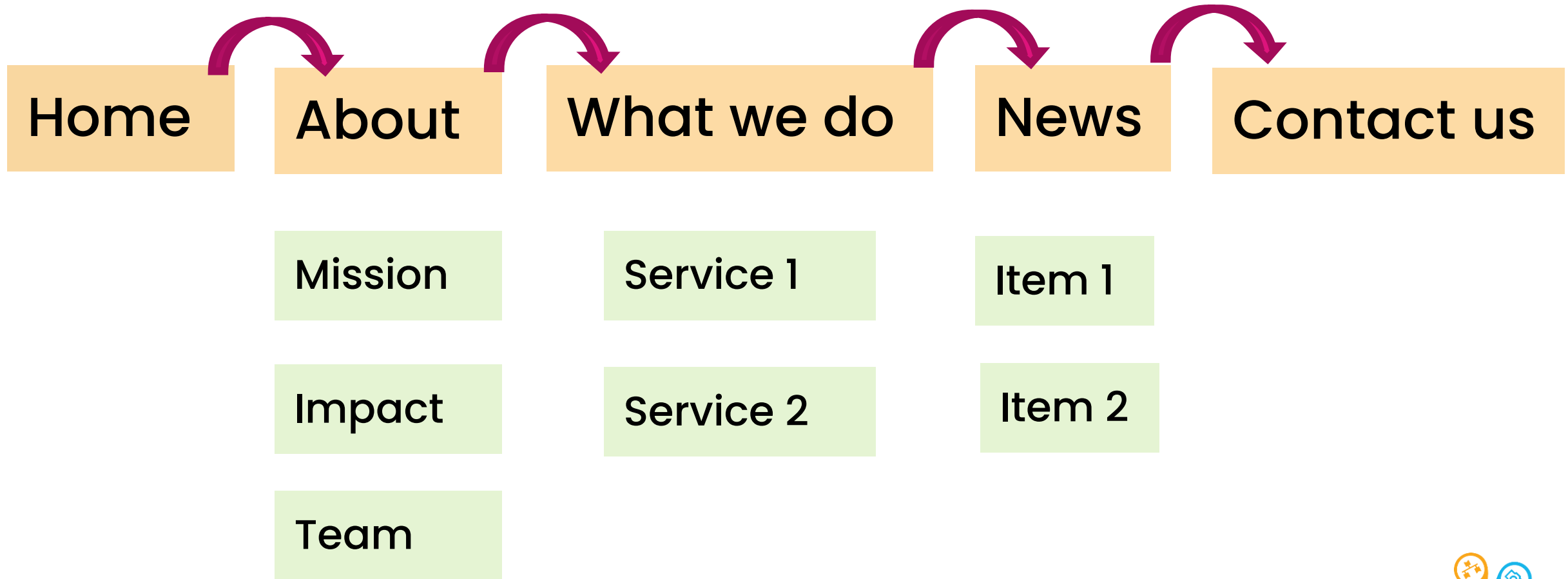
Contact



You can build sections later if you need them. Your contact information could simply be in the footer of the site (at the bottom on every page)



# Simple structure



Your 'primary' or 'main' navigation is a sensible top level grouping of pages.



Home

Who we are

Training, advice and tech support

Latest

Get in touch

 Search

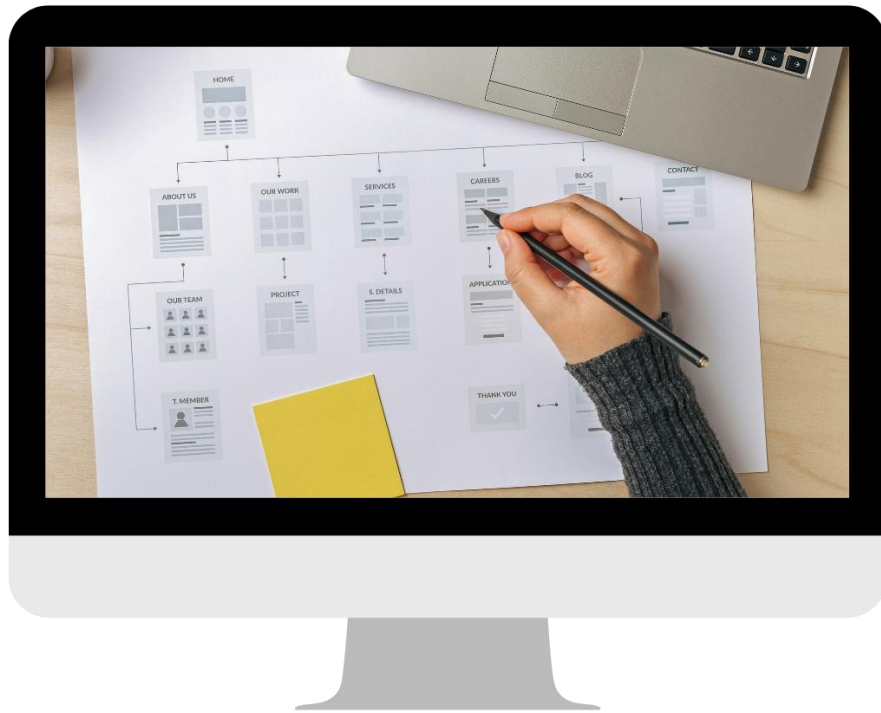


# Helping small charities do more with digital

Superhighways offers advice, training and IT support to help small charities and community organisations across London be more effective, raise their profile and demonstrate their impact using digital technology.



# Let's list the pages we think we need



Think of all the pages you want to add to your website  
(2 mins)

Add your ideas to chat  
(3 minutes)



# Day 2:

Friday 3 November, 9.30am to 4.30pm

- ✓ Adding content blocks e.g. slider or grid of images
- ✓ Adding videos
- ✓ Creating grids and lists to other pages
- ✓ Changing the look and feel of your website
- ✓ Membership and administrator permissions
- ✓ Domain names
- ✓ Next steps





# 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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