



## **TECHNOLOGY IS YOUR FRIEND** **A PowerPoint Excerpt**

We believe the tools outlined below can open a door to more efficient communication between you and your members and donors. For additional information on the use of the tools and suggestions outlined, please contact Pam Metzger, PPFF Membership/Chapter Coordinator, at [pmetzger@paparksandforests.org](mailto:pmetzger@paparksandforests.org) or 814.233.5703 (cell).

### **Some tools to consider:**

Website  
Facebook  
eNewsletters

### **Some skills to build:**

List management  
Financial tracking

### **Websites:**

- Having a website means that people doing online research of places to visit (70% do) have the opportunity to find out about you at the same time they're learning about the park or forest.
- Once upon a time, we were able to provide free website hosting through Grassroots.org and a service called Doodlekit. However, they lost their connection to their source and we lost that option. However, there are other web building and hosting sites that are relatively low cost. One site which several have had success with is <http://www.weebly.com>. It has the advantage (others including Doodlekit do as well – although Doodlekit may not have caught up with the latest design features) of being a “one stop shop” where you can register your new domain name, buy hosting for the site, and create a beautiful site.

When creating a site, here are a few things to consider:

- **Creating a Domain Name or Website URL Address**  
You'll need to create an address (also called a domain name or URL) for your new website. Choose something that will be easy for people to remember. Abbreviations might make it easier for users by making the address shorter to type. But if users don't know the abbreviation you've chosen, your site might not be found. Also, search engines like Google and Yahoo look first at the domain name when trying to find your site, so it is recommended to use the entire friends group name, e.g., [www.FriendsOfPrinceGallitzinStatePark.com](http://www.FriendsOfPrinceGallitzinStatePark.com).

When creating a domain name, you will have to select the end of your address (also known as TLD or extension). Nonprofit organizations sometimes use .ORG. You can also use .COM. Either is acceptable.

You have to register your domain name. There are many sites in which you can do this, including Weebly. There is an annual charge to keep your domain name registered. You can shop around for a good deal and there's usually a discount if you register for more than one year

- When registering your Domain Name, you will be given a choice of Private Domain Registration. This is an additional annual cost. By choosing this, your personal information such as name, home address, phone number, email, etc., are hidden. Otherwise, anyone on the internet can use a site called WHOIS to search for information about the website registrar. It is recommended to choose this option when creating your website.
- **Website Hosting Service**  
Your website needs a place to live (hosted) on the internet so you'll need to sign up for a hosting service. The service can be free; however, most hosting sites (like Weebly) require that you use some version of their name with your organization tagged onto the end as an extension (e.g., weebly.com/friendsofthestatepark). That's not as professional as having your own domain and hosting only costs a few dollars a month (again with a discount for prepaid long-term commitments). Weebly call this its "Starter" level (and there are of course more expensive options).
- **Website Design**  
After registering your website and finding it a place to live, you are ready to create your webpage. There are several ways to do this. You can use your own personal software to create it such as Microsoft FrontPage. However, Weebly provides design software (themes) as part of the hosting service. This software is relatively easy to use. In addition, when creating your website design a mobile version for smartphones and tablets is created at the same time.

Each Weebly theme comes in various color and font and layout choices with built-in pages to insert your own information. Start by changing the pictures and editing these pages to make them your own. And you can always change themes if you decide you don't like how the design looks.

It is recommended that your home page presents a quick snapshot of your Chapter organization. Additionally, it is recommended to at least create "About Us" and "Contact Us" pages. Depending on the focus of your Chapter, you may also consider creating pages for "Events", "Projects", and "Membership/Donate". However, you can start out small, get it published, and then add more content later.

Don't forget to create a link from your website to your donation page on the PPF website so people can donate and join your Friends group securely online using a credit card. Talk to Pam Metzger at PPF for the link to embed in your site.

When you are ready, and if you are using Weebly, click on “Publish”, then go to your browser and search for your site. Congratulations, you are now on the world-wide web!

### **Facebook:**

- At the very least, Facebook gives you a web presence for events, photographs and public interaction.
- No online donations allowed.
- A webinar on how to set up a Facebook page can be found on the PPF website under the *Friends Training* tab.

### **Mail Chimp/Constant Contact:**

- (TO BE UPDATED).

### **MemberTies:**

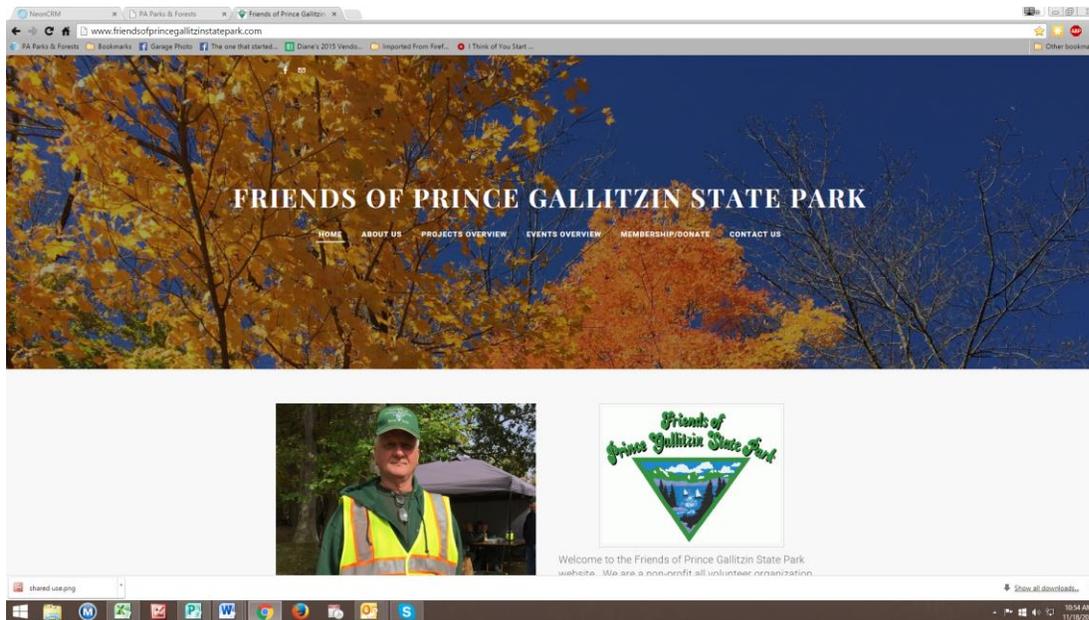
- MemberTies (<http://www.myrro.com/memberties/>) is a simple, inexpensive yet powerful member management database (\$99/year).
  - Allows you to track your members and donors and a vast store of information about them.
  - Use to manage membership renewals and correspondence.
  - Powerful reporting feature allows export to Excel (and then import into Vertical Response) and vice versa.
  - Even if you do NOT have a **membership** program, it can be very useful for tracking donations and other contacts.

### **NEON Financial Tracking:**

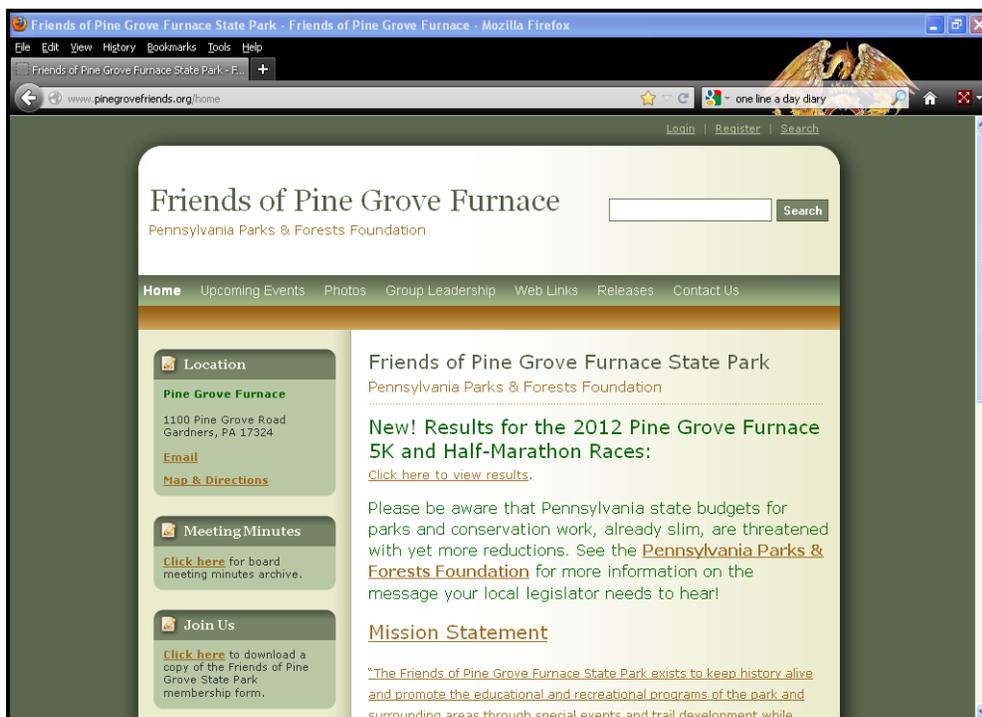
- NEON is the complex data management system we use to track all donors, members, chapters, park and forests people, etc. You don't want to know!
  - It did, however, allow me to create a webpage (called a *campaign*) for each chapter within the PPF website. (Visit the site under *Be a Friend – Volunteer!* Then *Find a Friends Group* along the left side of the page to navigate to the link for “the PPF website page created for them. For example, look at the page for the [Friends of Keystone.](#))
  - Your campaign page includes a link to your own site (when and if you have one), an email link to your lead contact and a link to a donation page specifically for your chapter.
  - You can place the donation link into your own website so that visitors to your site seamlessly donate (or pay their membership) to your chapter.
  - Pam can provide a link to a report for your chapter (pulling records monthly, quarterly, annually – on whatever schedule you choose) and an access code specifically for your chapter so that you can see any online payments you have received AND checks which have come in to the PPF office.
    - Note: I do not track vendor payments, merchandise sales, event fees. I track donations and memberships. Thus, the figures may not be the same as those you receive from your monthly report from Lisa.

- Again, the results of the report can be exported to an Excel spreadsheet (and then imported in Vertical Response for newsletters or MemberTies for other records).

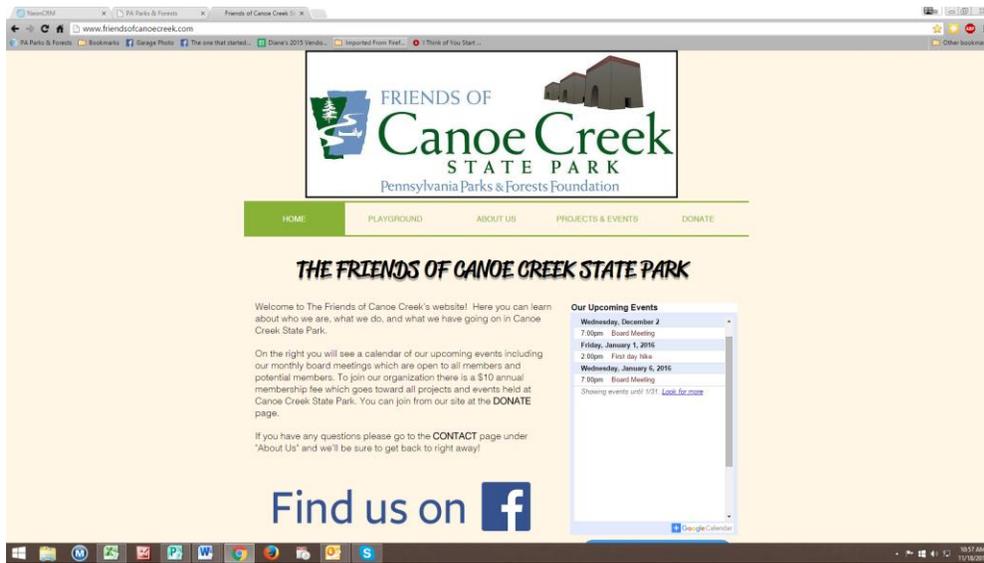
## SAMPLE WEBSITE BUILT WITH WEEBLY:



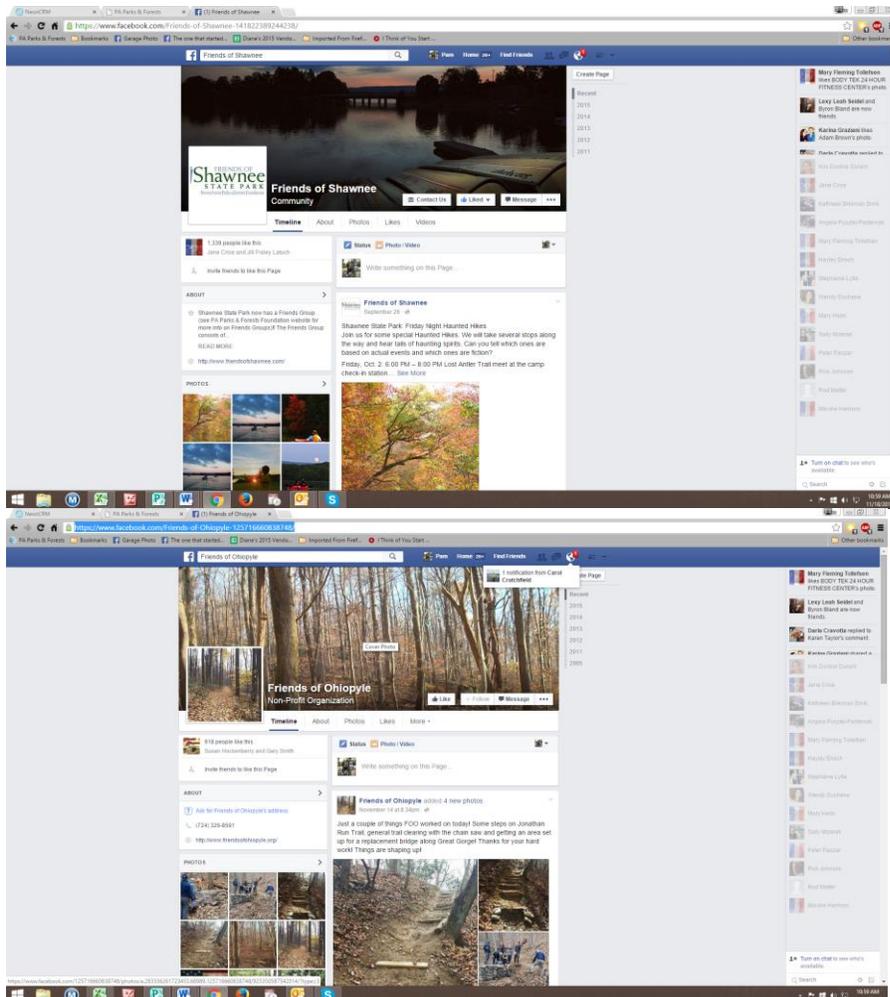
## SAMPLE WEBSITE BUILT WITH DOODLEKIT:



## SAMPLE WEBSITE BUILT WITH GOOGLE SITES:



## FACEBOOK PAGES:



## MEMBERTIES:

MemberTies Professional v4.031 - PA Parks & Forests Foundation - Database: ppff \*\*\* Expired License \*\*\*

File Edit Actions Tools Window Help

Print Details for: ... (Individual)

Men Search Name

General Private Dues Donations Items Associated Friends/Family To Do Custom Activities

Full Name: Prefix First Name Middle Name Last Name Suffix  
 Company Name:  
 Alt Name:  
 Member ID: 9029 Flag Record:  Photo

Main Address  
 Address Type: Main Address Current:   
 Address Line 1:  
 Address Line 2:  
 Address Line 3:  
 City: State/Province: PA  
 ZIP/Post Code: County:  
 Country: United States Type: Normal  
 Home Phone: Type: Normal

Date Ranges:  
 Begin End

Work Phone: Type: Normal  
 Other Phone: Type: Normal  
 Email:  
 Website:  
 Comments:

Status: Individual  
 Start Date: 11/2/2012  
 End Date:  
 Birthdate:  
 Age:  
 Anniversary:  
 Sex: Unknown  
 Occupation:  
 Title:  
 Reference: Unknown  
 Include in Mailings:   
 Include on Reports:   
 Head of Household:

Dues Balance: \$0.00  
 Updated: 11/2/2012  
 Updated By: ppff

Add Another  OK Cancel Apply Help

## NEON CAMPAIGN PAGE:

https://www.z2systems.com/np/clients/ppff/campaign.jsp?campaign=50

Google

**PENNSYLVANIA Parks & Forests FOUNDATION**

1845 Market Street  
 Camp Hill, PA 17011  
 P: 717-236-7644 F: 717-236-0972

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**WELCOME**  
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 Marci Mowery, President

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 Publications Archive  
 Press Room  
 Goddard Legacy Project

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**FRIENDS OF KEYSTONE STATE PARK**

The **Friends of Keystone** invite you to their little corner of paradise - yurts, cabins, tent sites, trails, environmental education, a lake ... It's hard to imagine someone not being able to find something to love about the Keystone of the state park system!

**Get in touch with them** to volunteer or **become a member** or **make a donation** in support of their efforts.

You may also mail a check to the Pennsylvania Parks & Forests Foundation for the Chapter to: PPFF, 1845 Market Street, Suite 202, Camp Hill, PA 17011.

*Thank you for your support!*