

Welcome to your nonprofit's new website!

Now that you have access to your site—which isn't yet visible to the public—you've reached an important milestone in the process. Here's what's been accomplished so far:

- ✓ **You've provided important details about your organization and how you'd like the website set up, like the domain name, structure and integrations**
- ✓ **Our developers created the new website using the design of your choosing**
- ✓ **Our designer customized the site with your logo and brand colors**
- ✓ **Our content strategists created the initial set of pages along with helpful tips for what information to put on them**

Where to go from here

With the site up and running, we're turning the keys over to you to start driving it toward launch. In this document, we'll introduce you to the basics of your new website and outline your next steps. If you need anything or have questions along the way, we're here to help.

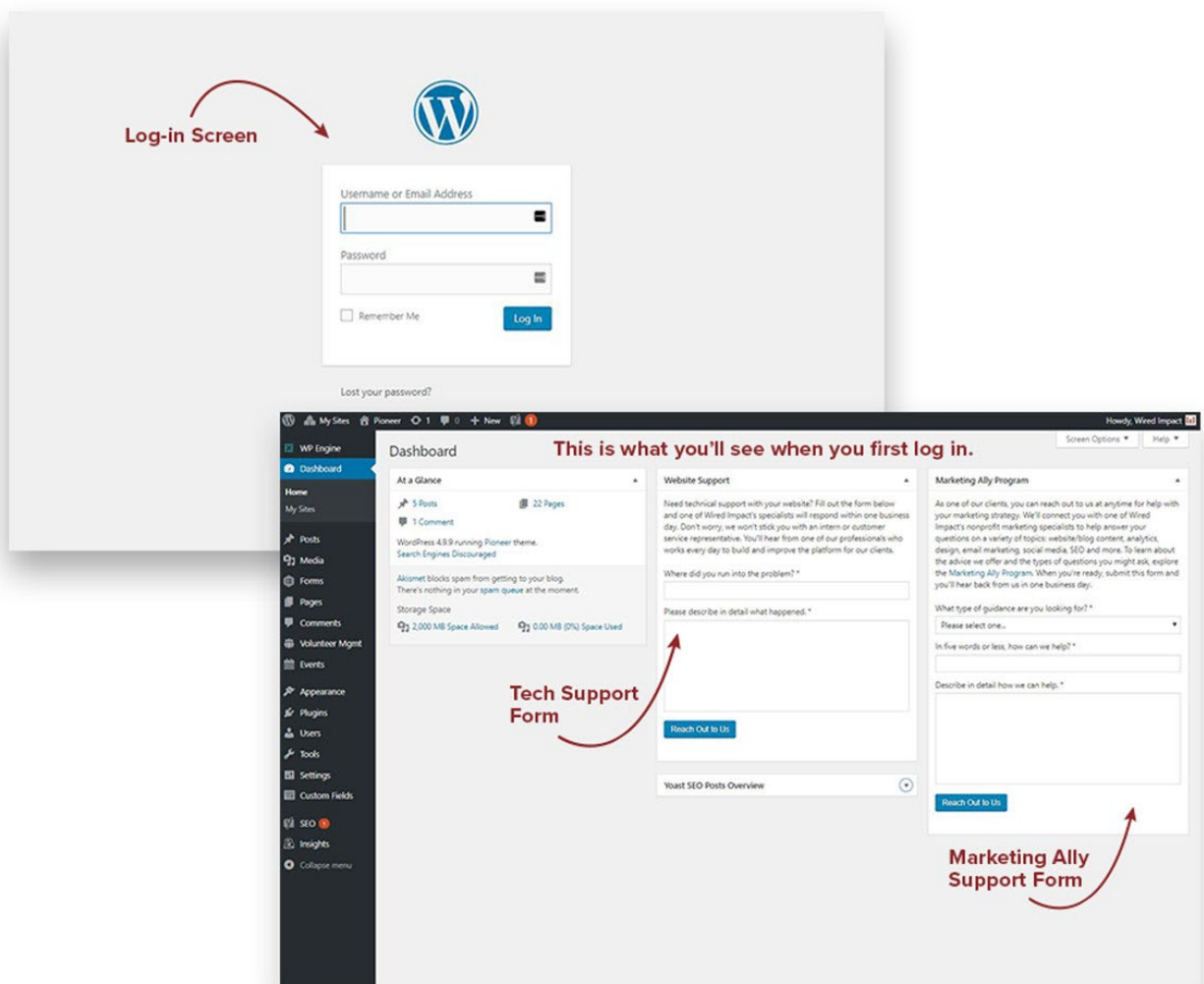
Getting to Know Your Website

It's time to click around and see the sights! We encourage you to explore the pages we've set up for you and how they're organized. Nothing is set in stone at this point—you'll be able to further customize your website and pages as you see fit.

When you're ready to check out the administrative side of things, log in to the back end of your website. (You should have already received an email from WordPress asking you to confirm your user role and set up a password.) **Get login instructions:** <https://bit.ly/2FyF8M4>

The Dashboard

The first screen you'll see is your website's Dashboard. For an administrator like you, this is a helpful jumping off point for maintaining your site and accessing features or settings. You'll use the technical support and Marketing Ally forms to get in touch with us.



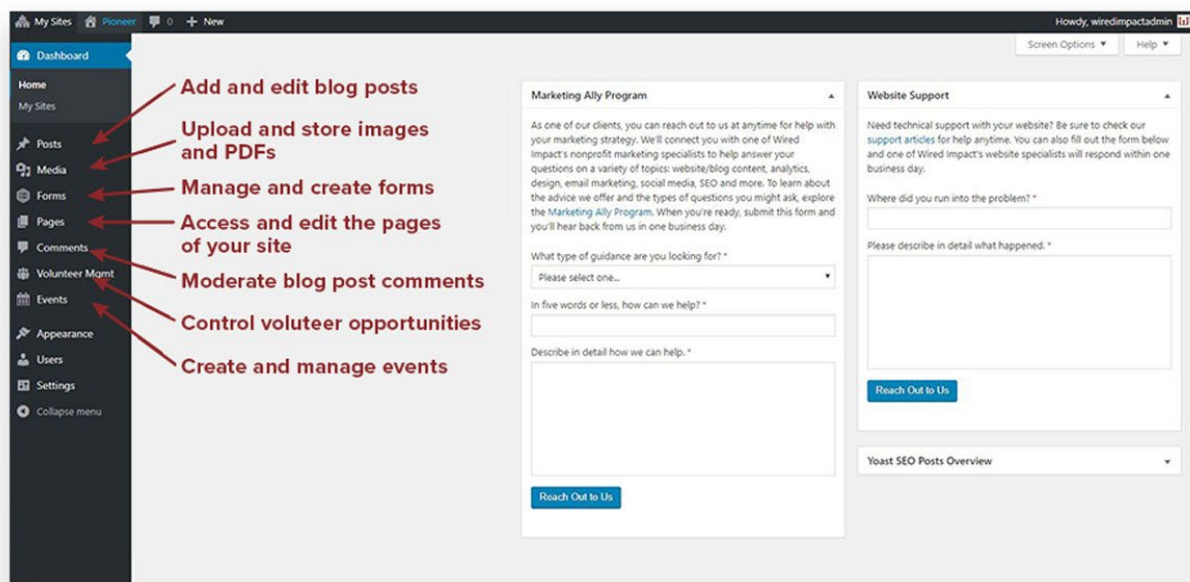
WATCH A VIDEO TOUR

<https://bit.ly/2nUrrki>

Standard Content & Features

On the left hand side of the Dashboard, you'll see a menu full of options like Posts, Media, Forms and Pages. Depending on the features in your pricing plan, you'll also see options like Events and Volunteer Management. Click on each one to get a sense of what's there already.

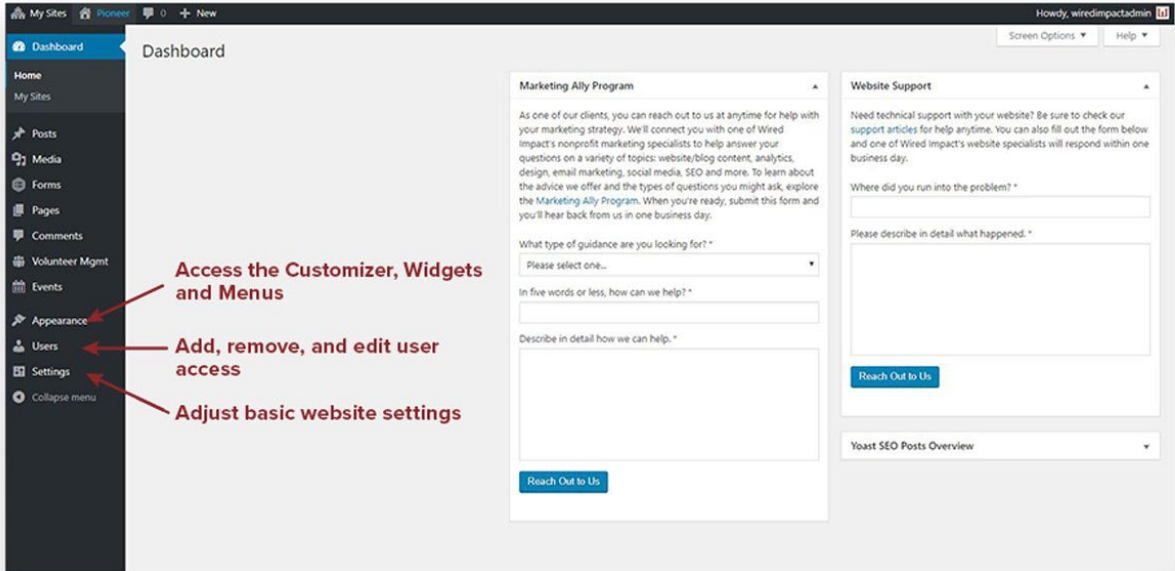
- **Posts** is where you can add and edit blog posts
- **Media** is where you upload images and PDFs for your site
- **Forms** is where you manage online forms, including for donations
- **Pages** is where you'll see a complete list of all the Pages throughout your site
- **Comments** is the place to moderate blog post comments
- **Volunteer Management** is where you control opportunities and profiles
- **Events** is where you'll create new events to list on the website



Appearance & Settings

The Dashboard also gives you easy access to the following areas for website management:

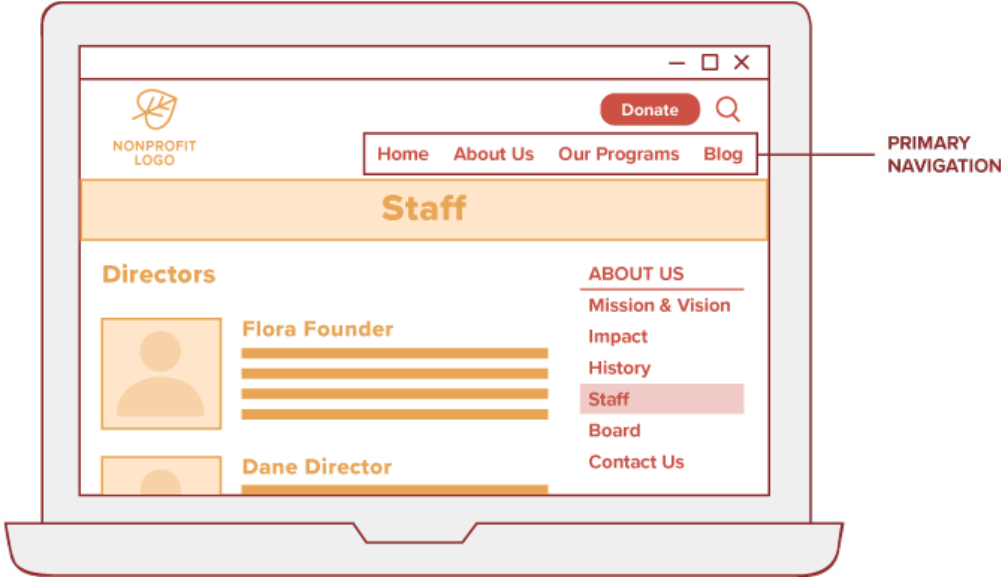
- **Appearance**, where you'll access the Customizer, Widgets and Menus (navigation)
- **Users**, where you can add, remove and edit user access to the website
- **Settings**, the place to adjust basic things like your timezone and set your Privacy Policy page



Page Building Basics

Click on **Pages** in your Dashboard to see a list of the pages we've already added to your website.

Most of your website's pages will be grouped together under "parent" pages like About Us, Our Programs, or Get Involved. For example, an About Us parent page would likely have a "child" page named Staff. Parent pages usually make up the **primary navigation** that appears across the top of every page on your site.



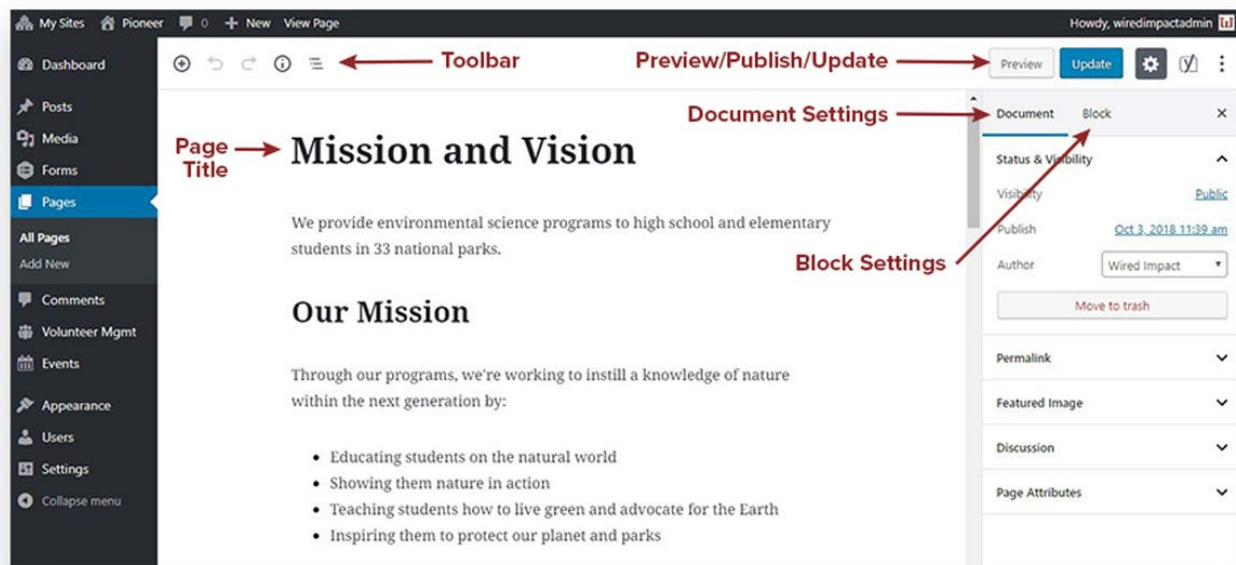
In this part of the handbook, you'll learn how to add and format content on your pages, which is the next step in the process of building your website.

TIP: Changing Page Names & Locations

If you'd like to change some of the pages we've recommended, that's OK! Keep in mind that changing the name or location of a page means that you'll likely need to make a few adjustments to its permalink (URL) and possibly your navigation. **Let us know if you'd like assistance.**

How the Page Editor Works

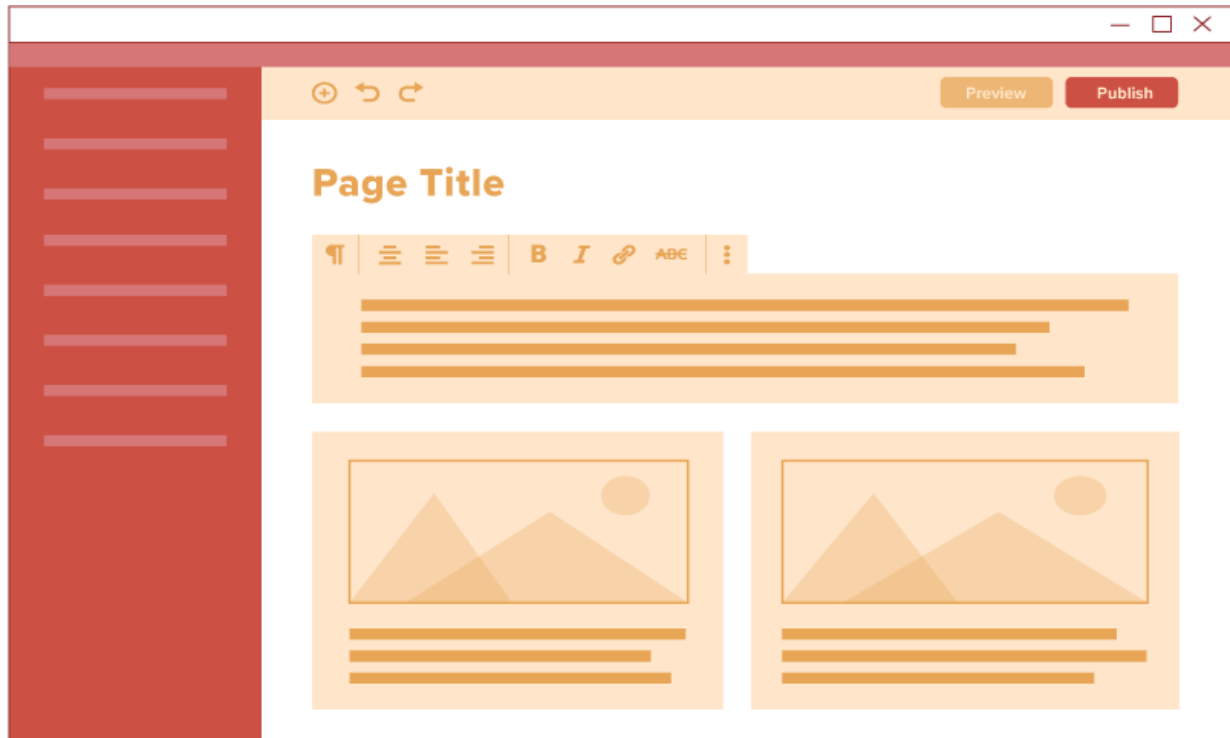
When you look at the administrative side of a page, you'll see that each page is made up of a series of blocks that stack on top of each other with seemingly endless possibilities. To help orient you to the editor, we've put together a basic overview and a glossary of block names.



Admin

Explore settings located across the top of the page and in panels located on the right-hand side.

- **Toolbar** – Add a block, undo/redo, and see an outline view
- **Preview/Publish/Update** – See changes using Preview, and then publish them or update the page when you're ready
- **Document Settings** – Control page-level settings like the URL or page template.
- **Block Settings** – Adjust additional settings for a block that you're working on
- **Page Title** – The title (or page name) is the first line of text at the top of the page



Standard Blocks

Each piece of content uses a new block. You'll find the following types of blocks especially handy:

- **Paragraph** – This will be your most-used block for standard paragraphs of text
- **Heading** – Find six levels of headings, from the largest H1 to the smallest H6
- **List** – Choose between a bulleted or numbered list
- **Quote** – Call attention to quotes or statistics with special quote styling
- **Image** – Add an image to the page, breaking up the content
- **Video** – Add a full-width video to the page
- **Button** – Create a button with customizable text and a link
- **Columns** – Format content into two or more columns with this block
- **Gravity Forms** – Add one of your custom forms to a page

Blocks Just For You

Wired Impact designed additional blocks that you can use to make your page content stand out.

- **Call to Action** – Highlight an action like making a donation or downloading a resource
- **Progress Bar** – Show how close you are to reaching a goal or milestone
- **Accordion** – Expand and collapse multiple sections of content
- **Tabs** – Organize pieces of content into tabs for users to explore
- **Icons** – Add simple graphics that automatically match your brand colors

TUTORIAL: Adding Content to a Page

Time for some hands-on learning! In this 10-minute tutorial about the website editor, you'll get experience adding and formatting content on a page. We'll walk through the steps of building out a basic Mission and Vision page, which most nonprofits have on their site, but you should be able to apply the lesson to other pages, too.

Get started by watching the video, which offers a quick introduction to the editor and tips for working with blocks before walking through the tutorial.

WATCH THE TUTORIAL VIDEO

<https://bit.ly/2oArzG5>

Try It Out

1. Find the Mission and Vision page from your list of pages and select Edit.
2. You'll see that there's already a Page Title included at the top.
3. Below the placeholder text, add a Heading block and select Heading 2. Type the words "Our Mission".
4. Below the heading, add a Paragraph block and type your mission statement.
5. Let's pretend that you have a list of values you'd like to include below your mission statement. To start, add the Column block so that you have two columns.
6. In the column on the left, add a List block and choose a bulleted list.
7. Add 2-3 values as bullet points.
8. Repeat in the column on the right.
9. Now add another Heading block and select Heading 2. Type the words "Our Vision".
10. Add a Paragraph block and type your vision statement.
11. To finish your page, add a Call to Action block to encourage people to support your mission.
12. Select a background image for the Call to Action block from your Media Library or computer.
13. Add the description text and button text, then select the page where your button will link.
14. You're now done entering content on this page. Preview how it looks and adjust if needed.
15. Publish the page to make the updates live on your site.

Related Support Articles

Creating a New Page: <https://bit.ly/31YfkSP>

Formatting Text on a Page or Post: <https://bit.ly/2RE1Gjc>

Using Columns Within Your Content: <https://bit.ly/2YmQ1be>

Adding a Call to Action to Your Content: <https://bit.ly/2mINfoh>

What's Next

Add Content to Two Pages

The best way to get comfortable with your new website is to continue to build out at least two pages on your own. Even if things don't look exactly how you want them to, you'll start to get a sense of what's possible and what questions you have for our team. We suggest starting with a **Mission and Vision page** and your main **Programs page** (or similar).

Get Support

Want to know more about how things work? Visit the full collection of support articles on our website to dig into the details and learn at your own pace: <https://bit.ly/2LsRmcV>



Core Plan

As you build your website, the Core plan includes access to support article documentation as well as email-based support. Use the Website Support form in your Dashboard to reach out to our team.



Grow & Amplify Plans

In addition to support articles, your Grow or Amplify plan includes a dedicated project manager and a personal Q&A support session. Reach out to your project manager directly to ask for assistance.

Complete Your Content

Focus on writing and adding content to the remaining pages on your website. We'll send you helpful checklists so that you can assess your progress. If you need ideas for what to put on each page, get our guide to essential website content: <https://bit.ly/2Pdg9Ao>



Grow & Amplify Plans

Our team will format content on the pages of your choosing to make them look great (up to 5 pages for Grow; up to 30 for Amplify). We'll also provide feedback on key pages prior to launching your website (up to 10 pages for Grow; up to 60 for Amplify). Your project manager will contact you with the details.

