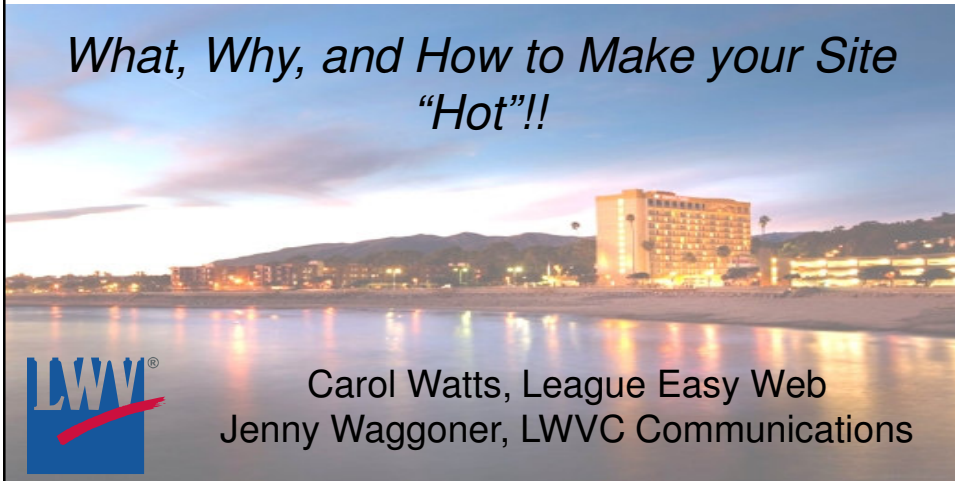




## Web Site Makeover

*What, Why, and How to Make your Site  
“Hot”!!*



Carol Watts, League Easy Web  
Jenny Waggoner, LWVC Communications



## Agenda

- Review of CA Web sites: findings and recommendations
- Best examples of League sites including special content: social networking, video, online payments, and more...
- Members site
- Your Web site team
- Web site policies & procedures



## Your Web Site

- A valuable asset: perhaps your **most important** tool to communicate with the public – *especially younger people*
- **A Total Board Responsibility**
- Your 21<sup>st</sup> Century VOTER?



## LWVC Convention Award Criteria

- **Up-to-date content**
- Critical information present (Join, Donate, Voter Registration, links to LWVUS, LWVC, Smart Voter)
- Info on local gov't, elected reps, local positions, contacts, upcoming elections, etc.

**More →**



## LWVC Convention Award Criteria (cont'd)

- Wording is clear, succinct, and free of “Leagueese”
- Easy to Navigate (well-organized)
- LWV logo correctly used



## Review Results

- 80% use League Easy Web (LEW)
- Several sites using online dues, donation collection (PayPal)
- Up-to-date calendars – usually
- Good examples found

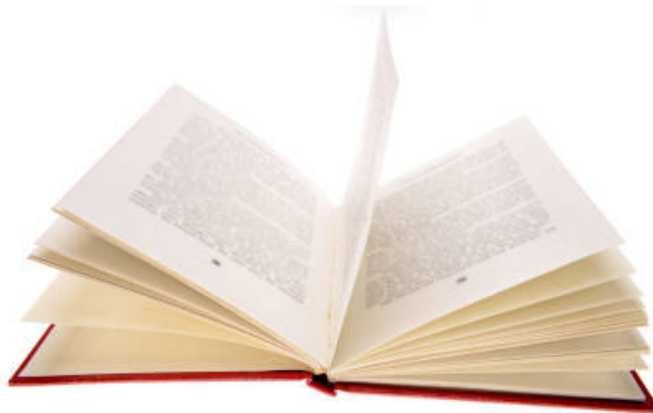


## Survey Results (cont'd)

- Some home pages “wordy” and long
- Other pages even more so
- Table of Contents: sometimes difficult to find topics, duplications
- Old content found, especially last election



## How People Read on Paper





## How People Read Online



Sources: Useit.com, Poynter Institute and Stanford University



## Short Term Recommendations

- Fix the easy things (see handout)
- Remove or archive the old things
- Review Table of Contents for pages on same topic: add a menu page or merge or remove



## Long Term Recommendations

- **Reorganize** site
  - Choose main topics
  - Make menu pages
  - Design archives (VOTERs, action letters, election coverage)
- Learn to **write for the Web** and provide more compelling content
  - Attend LWVC “Writing for the Web” workshop
- **Special functions**: meeting registrations, donations, dues, surveys, signup for newsletter



## What Do Website Visitors Want?

### Answers

- Calendars
- FAQs
- Reviews or recommendation
- How-to or step-by-step articles
- FAQs
- First-person accounts: “How I . . .”
- Success stories





## What Do Website Visitors Want?

### Actions

- Register for services or events
- Donate
- Surveys/Polls
- Order forms
- Sign-up for email newsletter
- Advocacy
- Quizzes
- Share stories



## Home Page

- Your most important page
- Make it compelling, inviting
- Update it frequently
- Organize topics logically without “Leagueese”
- Keep it short and succinct

Examples of Other Pages →


**LEAGUE OF WOMEN VOTERS®  
OF CUPERTINO/SUNNYVALE**


MAKE DEMOCRACY WORK!

*Serving the people of Cupertino, Sunnyvale, CA*

The League of Women Voters is a nonpartisan political organization encouraging the informed and active participation of citizens in government. It influences public policy through education and advocacy.

[HOME](#)  
[CALENDAR](#)  
[ELECTIONS](#)  
[YOUR REPRESENTATIVES](#)  
[THE VOTER NEWSLETTER](#)  
[ABOUT LWV](#)  
[JOIN LWV](#)  
[DONATE TO US](#)  
[CONTACT US](#)

Main Sections – probably no more than 12-13

[Calendar of Events](#)  
[Elections](#)  
[Your Representatives](#)  
[About the League](#)



We sponsor meetings and events for the public and League members

Links to voter information, including how to register to vote

Who represents you? How can you contact your representatives?

What is our mission? How are we structured? What is our history?

Featured Sections – 3 or 4 max!


**LEAGUE OF WOMEN VOTERS®  
OF OAKLAND**


MAKE DEMOCRACY WORK

*Serving the people of Oakland, California*

Who are we? We are the League of Women Voters, an organization of women and men who want to make a difference in the political future of our country. We are a diverse, non-partisan, political group with a long-standing tradition of educating voters.

[HOME](#)  
[FAIR ELECTIONS ROUNDTABLE](#)  
[CALENDAR](#)  
[VOTER NEWSLETTER](#)  
[ELECTION HELP](#)  
[WHO REPRESENTS OAKLAND?](#)  
[ACTION/ADVOCACY](#)  
[OBSERVERS](#)  
[LWV POSITIONS](#)  
[ABOUT LWV](#)  
[CONTACT US](#)  
[JOIN LWV](#)  
[DONATE TO THE LWV](#)

Home Page without LEW highlighted sections

**Coming Events:**  
[Thursday, October 15th, Open Forum for Russian VIPs.](#)  
[Friday, October 2nd, Fair Elections Roundtable](#)  
[Saturday, October 24th, LWVC Workshop.](#)  
[Wednesday, October 28th, LWV Oakland Hot Topics](#)  
**Tom Peele, Investigative reporter for the Bay Area News Group and the Chauncey Bailey Project will talk about his experiences**

**Time to renew your LWV Oakland Membership**  

Have you renewed your membership for 2009-2010? [click here to get info or print forms](#)

League of Women Voters of Oakland  
1305 Franklin Street, Suite 311  
Oakland, CA 94612-3222  
510-834-7640  
[\[email the league\]](#)




**LEAGUE OF WOMEN VOTERS®  
OF LOS ANGELES**


MAKING DEMOCRACY WORK

[HOME](#)  
[CALENDAR](#)  
[ONLINE DONATION](#)  
[WHAT'S NEW?](#)  
[CELEBRATING LEADERSHIP DINNER](#)  
[VOTER INFORMATION](#)  
[LOCAL MEETINGS](#)  
[JOIN THE LEAGUE](#)  
[PRESIDENT'S PAGE](#)  
[OUR POSITION ON ISSUES](#)  
[ACTION](#)  
[PUBLIC EDUCATION](#)  
[GETTING INVOLVED](#)  
[YOUTH/ STUDENT SERVICES](#)  
[RESOURCES](#)  
[PHOTO GALLERY](#)  
[STRUCTURE OF A CITY](#)  
[NEWSLETTER](#)  
[NEWS ARCHIVE](#)  
[ABOUT US . . . . . LWV AND LWVLA](#)

*Serving the people of Agoura Hills, Beverly Hills, Calabasas, Culver City, Los Angeles, the Valley, West Hollywood, and Westlake Village, California*




**The League of Women Voters, a non-partisan political organization, encourages informed and active participation in government, works to increase understanding of major public policy issues, and influences public policy through education and advocacy.**

**We invite your membership!**

**CLIMATE CHANGE: GLOBAL CONSEQUENCE + LOCAL ACTION** Wednesday, May 11 at 6:30 p.m.  
 Barnsdall Gallery Theatre, Barnsdall Park (site of the Hollyhock House)  
 4800 Hollywood Blvd. (near Vermont Ave.), Hollywood, CA 90027

The League of Women Voters Los Angeles Presents a **Film Screening & Panel Discussion Event**  
 Featuring the award winning documentary, *Climate Refugees*, and a video short from Oxfam America, *Sisters on the Planet. Climate Refugees* is the most talked about film on our environment since *An Inconvenient Truth*. It puts a human face on the impacts of climate change already occurring to millions of people globally. In our panel discussion come hear what local experts and policy makers say can be done in Los Angeles now to mitigate our carbon footprint. (Print Flyer to Register by Mail)  
[Event Flyer](#)

6:30 p.m. Reception / 7:00p.m. [Screening & Panel](#) \$10 Admission / \$5 Students.

[REGISTER ON-LINE](#)


[Pay by Credit Card General Admission \\$10](#)


[Pay by Credit Card Student Admission \\$5](#)



The League of Women Voters of Los Angeles released its report on the Los Angeles Unified School District's [Huntington Park High School Public School Choice 2.5 Advisory Vote Recommendation Process](#). This represents the final phase. The report on the thirteen schools involved in [Public School Choice 2.0](#) is also available. Click [here](#) to review the job description for the project manager for education and community


**LEAGUE OF WOMEN VOTERS®  
OF KERN COUNTY**


GET INVOLVED! JOINUS AND BE DIRECTLY INVOLVED IN SHAPING THE IMPORTANT ISSUES TO KEEP OUR COMMUNITY STRONG.

[HOME](#)  
[PRESIDENT'S MESSAGE](#)  
[KERN NEWSLETTER](#)  
[CALENDAR](#)  
[JOIN US!](#)  
[GETTING INVOLVED](#)  
[KERN PROGRAMS & ACCOMPLISHMENTS](#)  
[OUR POSITION ON ISSUES](#)  
[VOTER INFORMATION](#)  
[MEMBERSHIP RENEWAL](#)  
[DONATE TO US](#)  
[BUY CUSTOMIZABLE JOINUS FORM CD](#)  
[HISTORY OF THE LEAGUE](#)  
[YOU TUBE](#)  
[ABOUT LWV](#)  
[CONTACT US](#)

*Serving the people of Kern County*

The League of Women Voters, a nonpartisan political organization, encourages the informed and active participation of citizens in government, works to increase understanding of major public policy through education and advocacy. Any person of voting age may become a League member.

[Calendar of Events](#)  
[Join Us!](#)  
[Getting Involved](#)  
[Programs & Accomplishments](#)  
[Voter Information](#)  
[Support the League](#)  
[Historical Videos](#)

We sponsor meetings and events for the public and League members

Learn more about how you can make your voice heard and ways in which your membership can benefit you and the League.

Find out how to get involved and help in ways which match your interests and needs.

Observe ~ Advocate ~ Educate ~ Vote

**What's on the ballot? How to register? ...and more**

Your support makes the League possible  
 Contribute by Check or Paypal

 View why you should exercise your right to vote!

**Home Page with both LEW Highlights and own sections**



Please join us in welcoming **Anna Poggi, Danny Howerton, Dr. Michelle Quioque, and Margaret Siemens** to our League!

Have your voice heard online on our [Facebook](#)  page once you are a member.

**Make sure you tell us your priorities using the [Planning Meeting Survey](#)**


*The LWVKC in both its values and practices affirms its belief in the commitment to diversity and*


League of Women Voters  
of California

[HOME](#)  
[CALENDAR](#)  
[NEWSLETTER](#)  
[EVENTS](#)  
[GOVERNMENT ENTITIES AND ELECTED OFFICIALS](#)  
[ISSUES GROUPS](#)  
[SUSTAINABILITY SURVEY](#)  
[VOTER INFORMATION](#)  
[LWVUS PUBLIC POLICIES FOR PROGRAM PLANNING](#)  
[LOCAL PROGRAM PLANNING](#)  
[ACTION](#)  
[FIRE PROTECTION STUDY](#)  
[ABOUT THIS LEAGUE](#)  
[JOIN LWV](#)  
[DONATE TO US](#)  
[CONTACT US](#)

[HOME](#)  
[WELCOME VISITORS](#)  
[ANNUAL MEETING](#)  
[VOTER NEWSLETTER](#)  
[CALENDAR](#)  
[LOCAL ACTION](#)  
[ELECTION](#)  
[ABOUT LWV](#)  
[JOIN LWV](#)  
[FORM](#)  
[DONATE](#)  
[CONTACT US](#)  
[LINKS](#)  
[BOARD MEETINGS](#)

[HOME](#)  
[CALENDAR](#)  
[ACTION](#)  
[ELECTIONS](#)  
[REGISTER TO VOTE](#)  
[YOUR ELECTED OFFICIALS](#)  
[CITIZEN EDUCATION](#)  
[STANDS ON ISSUES](#)  
[ABOUT LWV](#)  
[JOIN LWV](#)  
[DONATE TO US](#)  
[CONTACT US](#)


**LEAGUE OF WOMEN VOTERS®  
OF STANISLAUS COUNTY**



HOME
WELCOME VISITORS
ANNUAL MEETING
VOTER NEWSLETTER
CALENDAR
LOCAL ACTION
ELECTION
ABOUT LWV
JOIN LWV
FORM
DONATE
CONTACT US
LINKS
BOARD MEETINGS

## Welcome to LWV of Stanislaus County!

Information to get your acquainted with our organization

*Info for visitors all in one handy place*

[Welcome to our League.](#) [Our History.](#)

---

### WELCOME TO THE LEAGUE OF VOTERS OF STANISLAUS COUNTY!

Welcome to the League of Women Voters of Stanislaus County! The following pages are good starting points for finding out about our organization:

- Read our [Annual Report 2009-2010](#) and our [Annual Fiscal Report 2009-2010 \(in PDF.\)](#)
- Find out [who's on our board](#)
- [Read the VOTER](#), our monthly newsletter *(in PDF.)*
- Check our [calendar of activities](#)
- Find out about the [local issues](#) we follow
- Consider [joining us](#) or [making a donation](#)


---


### History of the League of Women Voters

Read a short [history of the League of Women Voters.](#)

---

A "Welcome" page – written for non-League members


**LEAGUE OF WOMEN VOTERS®  
OF KERN COUNTY**



[HOME](#)  
[PRESIDENT'S MESSAGE](#)  
[KERN NEWSLETTER](#)  
[CALENDAR](#)  
[JOIN US!](#)  
[GETTING INVOLVED](#)  
[KERN PROGRAMS & ACCOMPLISHMENTS](#)  
[OUR POSITION ON ISSUES](#)  
[VOTER INFORMATION](#)  
[MEMBERSHIP RENEWAL](#)  
[DONATE TO US](#)  
[BUY CUSTOMIZABLE JOINUS FORM CD](#)  
[HISTORY OF THE LEAGUE](#)  
[YOU TUBE](#)  
[ABOUT LWV](#)  
[CONTACT US](#)

## Getting Involved

Helping Each Other

*Find out how to get involved and help in ways which match your interests and needs.*

[What We Can Do For You!](#) [What Can You Do!](#) [Action Alerts!](#) [Kern LWV Programs & Accomplishments!](#)

---

### What We Can Do For You!

**Invite us to your organization...**

We can moderate a candidate forum, election, or present Pros and Cons just before an election.

We will meet **any group** of voters **anywhere**: at your workplace, your organization's meeting site, your place of worship, community center, school and other.

For more information or to make requests, please call the League Line at 661-634-3773 or email Michelle Turner, Vice-President, Voter Services at 661-397-1631, [mmt57@pacbell.net](mailto:mmt57@pacbell.net). Or visit our [Contact Us](#) page.

Visit [About the League](#) to learn more!

---

### What Can You Do!

**You can support the league with your valuable time!**

*...I don't have extra time...*


Membership is guilt free! Joining means you can participate **as much or as little** as you like. Your commitment can always be adjusted to meet the needs of your life. Many members choose to support the League only with their annual dues.

Your membership alone gives us the political influence needed to build a voice for citizens and a force for change!

*...what do I get...*

You automatically become a member of LWV California and LWV of the United States.

**For non-members !**


**LEAGUE OF WOMEN VOTERS®  
OF THE LOS ALTOS-MOUNTAIN VIEW AREA**



[HOME](#)  
[CALENDAR](#)  
[ACTION](#)  
[Los Altos/Mountain View Actions](#)  
[Statewide Actions](#)  
[ELECTIONS](#)  
[REGISTER TO VOTE](#)  
[YOUR ELECTED OFFICIALS](#)  
[CITIZEN EDUCATION](#)  
[STANDS ON ISSUES](#)  
[ABOUT LWV](#)  
[JOIN LWV](#)  
[DONATE TO US](#)  
[CONTACT US](#)

## Action



*The League takes stands on issues we've studied on all levels of government*

---

### Action on Issues from Local to National Level

- [Los Altos/Mountain View Actions](#)  
Actions taken by the League of Women Voters of Los Altos/Mountain View
- [Bay Areawide Actions](#)  
Actions taken by the League of Women Voters of the Bay Area
- [Statewide Actions](#)  
Actions taken by the League of Women Voters of California
- [Nationwide Actions](#)  
Actions taken by the League of Women Voters of the United States

A Menu Page. Clean. Good example of "Action" page


**LEAGUE OF WOMEN VOTERS®  
OF THE LOS ALTOS-MOUNTAIN VIEW AREA**


[HOME](#)  
[CALENDAR](#)  
[ACTION](#)  
[ELECTIONS](#)  
[REGISTER TO VOTE](#)  
[YOUR ELECTED OFFICIALS](#)  
[CITIZEN EDUCATION](#)  
[STANDS ON ISSUES](#)  
     [Local Government](#)  
     [Education](#)  
     [Community College](#)  
     [Libraries](#)  
     [Housing](#)  
     [Health Care](#)  
     [El Camino Hospital](#)  
[ABOUT LWV](#)  
[JOIN LWV](#)  
[DONATE TO US](#)  
[CONTACT US](#)

## Stands on Issues

*The League uses its **positions** to advocate on issues.*



---

League advocacy begins with members selecting, studying and seeking consensus on issues which are of public concern. When consensus is achieved, the League has a **position**. The League uses its positions to advocate for policies, legislation and ballot measures which it believes would best serve the public interest and against proposals which are in conflict with those goals.

- [Local Government](#)
- [Education](#)
- [Foothill-De Anza Community College District](#)
- [Libraries](#)
- [Housing](#)
- [Healthcare](#)
- [El Camino Hospital](#)

See also [Bay Area-wide positions](#) of the League of Women Voters of the Bay Area, [statewide positions](#) of the League of Women Voters of California and [nationwide positions](#) of the League of Women Voters of the United States.

Another Menu Page.


**LEAGUE OF WOMEN VOTERS®  
OF KERN COUNTY**


[HOME](#)  
[PRESIDENT'S MESSAGE](#)  
[KERN NEWSLETTER](#)  
     [Newsletter](#)  
     [Archive](#)  
[CALENDAR](#)  
[JOIN US!](#)  
[GETTING INVOLVED](#)  
[KERN PROGRAMS & ACCOMPLISHMENTS](#)  
[OUR POSITION ON ISSUES](#)  
[VOTER INFORMATION](#)  
[MEMBERSHIP RENEWAL](#)  
[DONATE TO US](#)  
[BUY CUSTOMIZABLE JOINUS FORM CD](#)  
[HISTORY OF THE LEAGUE](#)  
[YOU TUBE](#)  
[ABOUT LWV](#)  
[CONTACT US](#)

## KERN VOTER

Kern County Voter Newsletter

---

The **KERN VOTER** is the LWV newsletter for the Kern County Area.


[April ~ May 2011](#)

In this issue...

- Annual Meeting Info
- President's Message
- April 20 Meeting + What Does Your Vote Cost?
- California: 100 Years of Women Voting
- New Member's Luncheon
- Redistricting Update
- California State Budget: Waiting for the Election
- Convention Speakers and Workshops
- Constitutional Reform

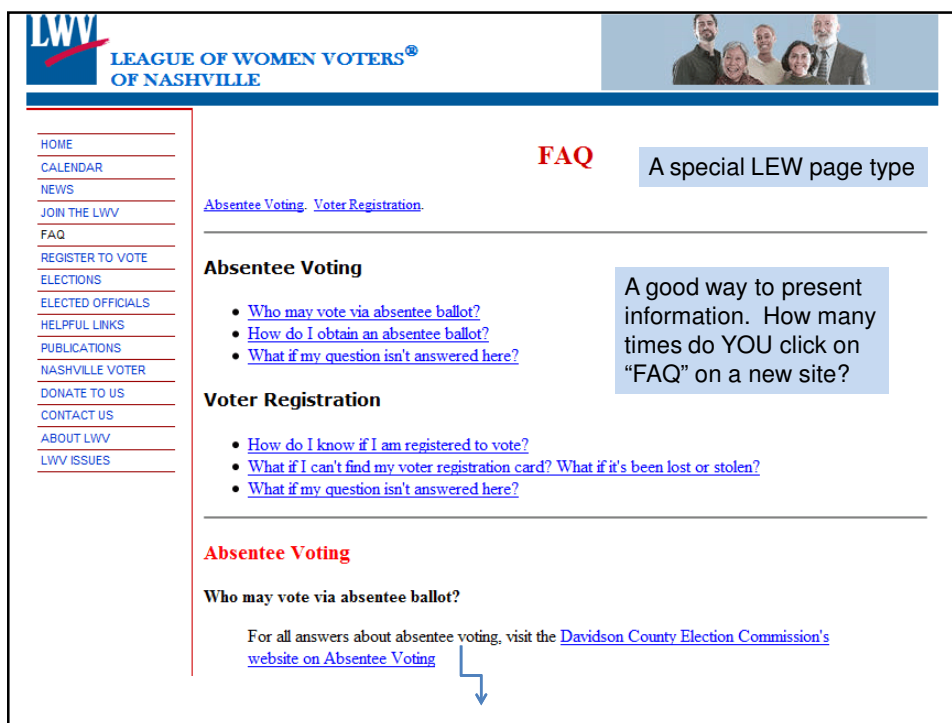
To read more, visit our [Newsletter Archives](#).

*NOTE: You must have Adobe Acrobat Reader installed on your computer to view and/or print the newsletter. If you don't have it, you can download it free from the [Adobe Website](#).*



Give people a reason to click on your links! Tell them what is in your VOTER!

Archives available, but no clutter



The screenshot shows the League of Women Voters of Nashville website. The header includes the LWV logo and a photo of four people. A left sidebar contains a menu with links: HOME, CALENDAR, NEWS, JOIN THE LWV, FAQ, REGISTER TO VOTE, ELECTIONS, ELECTED OFFICIALS, HELPFUL LINKS, PUBLICATIONS, NASHVILLE VOTER, DONATE TO US, CONTACT US, ABOUT LWV, and LWV ISSUES. The main content area is titled "FAQ" and includes a sub-header "A special LEW page type". Below this, there are sections for "Absentee Voting" and "Voter Registration", each with a list of links. A callout box on the right says: "A good way to present information. How many times do YOU click on 'FAQ' on a new site?". At the bottom, there is a section titled "Absentee Voting" with the heading "Who may vote via absentee ballot?" and a link to the Davidson County Election Commission's website on Absentee Voting, with a blue arrow pointing down.

**LEAGUE OF WOMEN VOTERS® OF NASHVILLE**

**FAQ** A special LEW page type

[Absentee Voting](#), [Voter Registration](#)

**Absentee Voting**

- [Who may vote via absentee ballot?](#)
- [How do I obtain an absentee ballot?](#)
- [What if my question isn't answered here?](#)

**Voter Registration**

- [How do I know if I am registered to vote?](#)
- [What if I can't find my voter registration card? What if it's been lost or stolen?](#)
- [What if my question isn't answered here?](#)

**Absentee Voting**

**Who may vote via absentee ballot?**

For all answers about absentee voting, visit the [Davidson County Election Commission's website on Absentee Voting](#)







## Design Tips

- In general, **don't create long pages.**
  - Create a "menu page" and link to subpages
- **Give people a reason to click.** Describe succinctly what they should see if they do click either in the "link words" (underlined) or those surrounding
- On an "action" (GF) page, do **not** link to a voter service (EF) page.




## Special Content

- Social Networking: Link to your Facebook,  Twitter pages 
- Video: Can imbed video (e.g. YouTube) on your LEW page 
- Audio: Can imbed audio player.
- PayPal: Create pages including payment form then link from LEW page 

More...



## Special Content (cont'd)

- Photos. Send them to [support@lwnet.org](mailto:support@lwnet.org)  
You will get back the commands to embed on page. Use Picasa, Kizoa, to make slideshows.
- Constant Contact: Link to signup   
Privacy by EZ SafeSubscribe™
- Surveys? Use [surveymonkey.com](http://surveymonkey.com) and link from your pages.
- LEW: "Graphics you can use" in Help area. See link in Message area after login.

LWV SF has a Blog and a Facebook page



100 YEARS

LEAGUE SPOTLIGHT ON NATIONAL POETRY MONTH

Poetry Everywhere: "What Kind of Times Are Thes..."

Women wrote poetry long before they had the right to vote, although our first American woman poet Anne Bradstreet admitted, "I am obnoxious to each carping tongue/ Who says my hand a needle better fits." After 200 years of struggle and 100 years of voting, the League celebrates [National Poetry Month](#) by honoring women poets.

Our video features [Adrienne Rich](#) (with an introduction by Garrison Keillor.) We also honor [Mary Oliver](#) and [June Jordan](#)—only a tiny sample of modern women poets.

- [Poems read at the Lempic Theater in Santa Fe](#) by Mary Oliver
- [Financial Planning](#) by June Jordan

100 YEARS OF WOMEN'S SUFFRAGE

Join the conversation! The California League has started a Facebook group called [California: 100 Years of Women Voting](#) to give people the opportunity to share stories, provide information and link to resources.

**Example of Audio Podcast**

**Conversations with the Candidates**

Interviews are available for all eight candidates in the March 24 Special Primary Election for State Senate District 26. Scroll down to select a candidate name.



From LWV Los Angeles (a LEW site). On Smart Voter, link to this page from the contest page.

Powered by Podbean.com



**LEAGUE OF WOMEN VOTERS®  
OF OAKLAND**



HOME

MORE ABOUT  
RANKED CHOICE  
VOTING

CALENDAR

VOTER NEWSLETTER

ELECTION HELP

WHO REPRESENTS  
OAKLAND?

ACTION/ADVOCACY

LWV POSITIONS

ABOUT LWV

CONTACT US

JOIN LWV

Join\_Form

Join Online

DONATE TO THE  
LWV

## Join Online

*You can join or renew your membership online!*

---

### Join Online

The League of Women Voters of Oakland accepts credit card or PayPal payments for dues. Click on one of the links below and you will be transferred to PayPal's secure web site.

Please note: When asked for a Shipping Address, enter your home address. Don't forget your phone number and email address.

**Individual Membership: \$65.00**

**Additional Household Member: \$32.50** ← Links to PayPal

**Student Membership: \$25.00**





## Web sites attract members

A partial survey found Leagues who gained new members:

- Pasadena Area: 25
- Oakland: 16
- Los Altos/Mountain View: 5

*How many joined your League through Web?*




**LEAGUE OF WOMEN VOTERS®  
OF PALO ALTO**


[HOME](#)  
[CALENDAR OF EVENTS](#)  
[VOTER](#)  
[EDUCATION](#)  
[ABOUT LWV](#)  
[ACTION NOW](#)  
[OUR POSITION ON ISSUES](#)  
[VOTING INFORMATION](#)  
[ELECTED OFFICIALS](#)  
[ONLINE DONATIONS](#)  
[DONATE TO US](#)  
[CONTACT US](#)  
[ESSAY CONTEST](#)  
[JOIN LWV](#)  
[ADMINISTRATION](#)

## Online Donations



*Help support Democracy and donate to the League.*

### Why do you need my shipping address for a donation?




The League of Women Voters of Palo Alto uses PayPal to process online credit card donations. When you click the donation button below, you will be transferred to a secure website in order to enter the payment details. Note the following

- You do not need a PayPal account in order to contribute online.
- You will be asked for "shipping information." The League uses this address to send you a written receipt for your contribution. You will also receive an email acknowledgement from PayPal.

**Donate to LWVPA (NOT tax-deductible)** to support our action priorities

**Donate to LWVPA Education Fund (tax-deductible)** to support voters service


**Donate to the Irene Sampson Memorial.** Select one of the two options above. After entering your shipping information, on the review page under the phrase **Add special instructions to seller** write **Irene Sampson Memorial** Fund.

## League of Women Voters of Palo Alto

Please enter your donation amount and click **Update Total**.

Purpose	Donation amount	Total
Education Fund	\$ <input type="text"/>	\$
		\$ USD
<b>Update Total</b>		

**Donate quickly with PayPal**




  **Secure Payments**

PayPal securely processes donations for League of Women Voters of Palo Alto. You can complete your payment with just a few clicks.

**Why use PayPal?**

- It's easy to send money and shop online
- You can donate without sharing your financial information
- Over 50,000 online merchants accept PayPal

**Don't have a PayPal account?**  
Use your credit card or bank account (where available). [Continue](#)

### LOG IN TO PAYPAL

Email:

Password:

**Log In**




Forgot [email address](#) or [password](#)?



## Online Donation Experiences

- Fremont/Nwk/UC: PayPal raised \$1,000 in 2010
- Pasadena Area: raised \$3,000 this year for special fundraiser
- Bay Area ILO: 63 of 185 attendees of annual event used PayPal

*Do you have a story?*

[HOME](#)  
[CALENDAR](#)  
[ONLINE DONATION](#)  
[WHAT'S NEW?](#)  
[CELEBRATING LEADERSHIP DINNER](#)  
[VOTER INFORMATION](#)  
[LOCAL MEETINGS](#)  
[JOIN THE LEAGUE](#)  
[PRESIDENT'S PAGE](#)  
[OUR POSITION ON ISSUES](#)  
[ACTION](#)  
[PUBLIC EDUCATION](#)  
[GETTING INVOLVED](#)  
[YOUTH/ STUDENT SERVICES](#)  
[RESOURCES](#)  
[PHOTO GALLERY](#)  
[STRUCTURE OF A CITY](#)  
[NEWSLETTER](#)  
[NEWS ARCHIVE](#)  
[ABOUT US . . . . .](#)  
[AND LWVLA](#)


### Photo Gallery

Photos from recent League events

*Pictures taken from the most recent League events*

[2011 Celebrating Leadership Annual Awards Dinner](#) · 
 [2010 Summer Interns](#) · 
 [League With The LA Sparks!](#) · 
 [2010 League Annual Meeting](#) · 
 [Newcomer's Meeting](#) · 
 [2010 Celebrating Leadership Awards Dinner](#) · 
 [Chinese Women Delegation from Shanxi Province](#) · 
 [Running and Winning 2009 Photos](#)

#### 2011 Celebrating Leadership Annual Awards Dinner



Slideshows!  
Use service like Kizoa or Picasa and embed.





## Members Web Site

If LEW, you get a separate site for free

- A board tool? (agendas, minutes)
- Archive your League master documents
- Could be different web editor than public
- Need clear guidelines for nature of content

When in doubt, put it on the public site.

**LWV** LEAGUE OF WOMEN VOTERS®  
OF SAN JOSE/SANTA CLARA  
– MEMBERS ONLY AREA

Serving the people of San Jose, Santa Clara  
Gilroy, Milpitas and Morgan Hill, California

This website is intended only for the members of the League of Women Voters, and is publicized only within material sent to members. This is a companion to the public website, <http://lwvsjc.org> intended for everyone. No passwords are required to access this material, so we ask that references to this site be kept within LWV members.

<a href="#">Calendar of Events</a>	A planning calendar for all League events, internal and public, for the year.
<a href="#">Meetings</a>	Agendas and minutes of Board Meetings
<a href="#">Publications for Members</a>	Online sources of Publications for Members
<a href="#">Database of League Files</a>	Find original files of our League's documents
<a href="#">Committees</a>	Information about the activities of several League committees
<a href="#">Studies</a>	Information for Members about Studies
<a href="#">Links for Members</a>	Links to other League Websites

[members.lwvsjc.org](http://members.lwvsjc.org)



## How to Produce Your Web Site

- One person or a team of people?
- What roles (tasks) are needed?



## Your Web Site Team

### Roles

- **Content Owner** – review, may write, edit
- **Web Editor/Master** – may edit, update, organize pages. Oversees Web site technically
- **Data Entry** – update pages
- **Approver** – as necessary

...A Total Board Responsibility



## Content Owner

Sections of site **assigned to board portfolios** as “owners”. For example:

- Election and voter registration sections to Voter Service
- Action or advocacy issues to Action Director or Govt, NatRes, SocPol Directors
- Calendar to Voter Editor
- All on board: **review site frequently**
- Write updates, new content



## Web Editor/Mistress

- **Organize** sections on site
- **Edit** text submitted by others to be “web ready”
- Add or delete pages
- Get and analyze **statistics** reports of usage (for monthly board meeting?)



## Data Entry

- Using web tools, make updates to pages
- If League Easy Web, can be done by more than one person. (Content Owners could make their own updates.)



## Approver

- A Web site is a League publication: the President (or designated person) should approve of content.
- Different levels of new content suggest different kinds of approvals...

More on approvals coming soon....



## Approval Policy Ideas

### No Specific Approvals

- Content already approved in original form (VOTER, letter)
- Small corrections
- Content from a trusted source (governmental agency)

### Approval Before Publication

- New content on a sensitive subject on public site

### Approval After Publication

- In Between.

May also depend on the experience of the individuals...



## Web Site Policies

- Approval and publication policies
- What content should be archived?
- Publish members' contact information?





## Actual Web Site Updating Experiences

Most content seems to come from the VOTER.

- 7 Leagues have 2-4 people who update
- 11 others: just the webmaster updates (3 are non-LEW)
- Most have the board or others providing content other than the VOTER.



## Web Site Budgets

- LEW sites: about \$180-200 for LEW plus domain name
- 2 spend about \$300/year
- 1 non-LEW site: Domain name + \$450 (includes small stipend to webmaster)

Other costs: \$30 PayPal, \$200 email VOTER



## Messages To Take Home

- Create a **team**
- Give your site a **Makeover!**
- Review site periodically (once a week?) to **keep it fresh!**



## WHY?

- Your Web site is your most important **member recruitment** and retention tool!
- Online option can increase your **donations!**

LWVC increased its online donations drastically!





## Q & A

- What training would you like?
- What LEW features would you like?
- What are the barriers you see to building a “hot” Web site?

*[www.lwvnet.org](http://www.lwvnet.org) – all LEW sites and Help*



## Thank You!

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Please return your evaluation form.