



**DISCOVERY
CENTER**
FOR CIVIC ENGAGEMENT

Friends of Councils on Aging

Friends Website Workshop

Sponsored by:

Massachusetts Councils on Aging

Developed by:

Discovery Centers for Civic Engagement

A program of Discovering What's Next

May 22, 2023



Introductions



- A little about us
- Who is with us



David Guydan
Discovery Centers for Civic
Engagement
Program Director



Barry Tuber
Web Developer and IT
Consultant



Katherine Cruise
Communications
Consultant



Agenda

Survey Results

Goals of Providing a Website for a Friends Group

Website Design and Content: Demo

Website Implementation

On-going Support

Pricing for Friends Groups

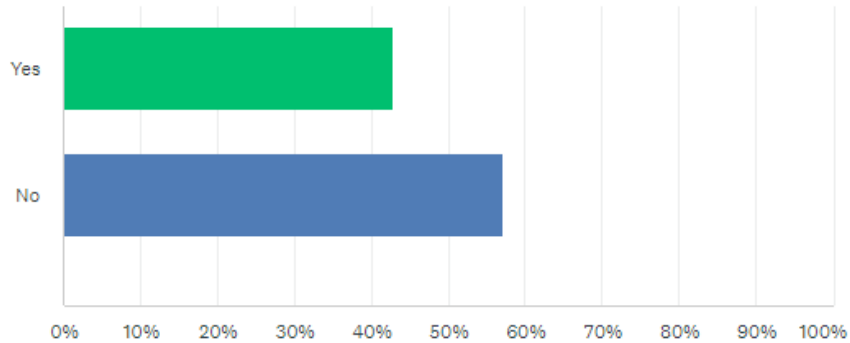
Sign-up Procedures



Survey Results

Does your group currently have a website?

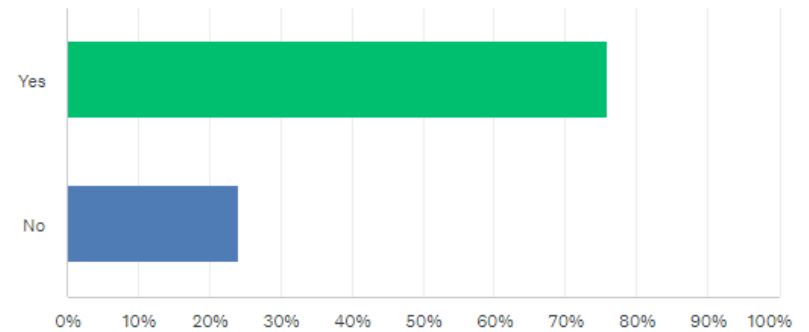
Answered: 63 Skipped: 0



43% - Yes | 57% - No

Is having a website something you think would be worthwhile for your group?

Answered: 29 Skipped: 34



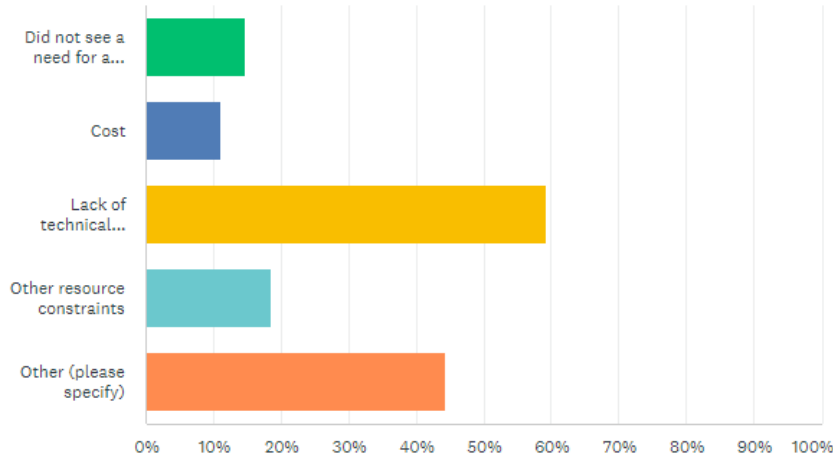
76% - Yes | 24% - No



Survey Results

What has prevented you from having a website?

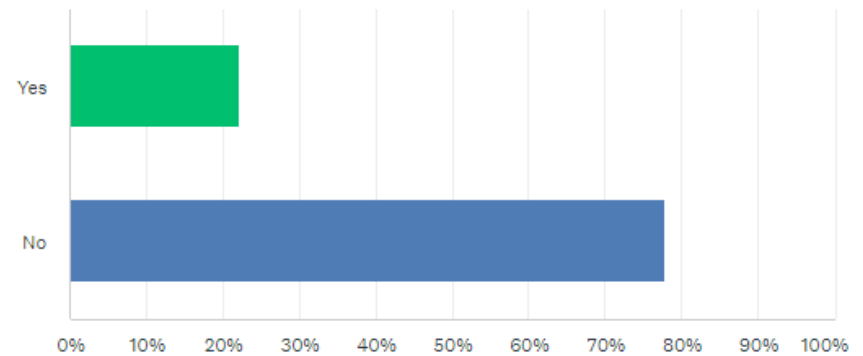
Answered: 27 Skipped: 36



Lack of technical expertise	59%
Other (please specify)	44%
Other resource constraints	19%
Did not see a need for a website	15%
Cost	11%

Does the site accept online payments?

Answered: 18 Skipped: 45



22% - Yes | 78% - No



Goals of a Friends Group Website

Increase awareness of your Friends Group in your community and heighten engagement by encouraging participation

Help build a relationship between your Friends Group and your Council on Aging

Provide information about COA activities and Friends Group events

Recruit volunteers for Friends as well as your COA

Raise funds to support your COA's programming and foster stewardship



Website Functionality

(Survey results about what you said was worth having informed what was included)

Home Page: mission statement, key information and calls to action targeted to website's intended audiences - "What We Do; Who We Are; Get Involved" and "Donate Now" button

Programs and Projects: Description of your group's key initiatives

Resources: link to COA Website, other important partners

Events: Calendar of Events offered by the Friends Group and the COA

About Us: Current description and history of Friends Group, listing of Board Members, News, and photo gallery

Support Us: Donate, Become a Member, Volunteer (forms with online payment options linked to your payment gateway)

Contact Us: via Phone or email; form captures visitor information for use by Friends Group. Can be integrated with email marketing services if used.



Pilot” Website Live Demonstration

- Judy Menard, President, Friends of the Westport COA
- <https://westport.friendscoa.org/>



Website Implementation

Onboarding process

- Initial questionnaire
- Gathering content and graphics
- Creation of third party accounts (payment gateway, email marketing)
- Creation of email accounts
- Site creation and content loading
- Going live
- Training for content managers



On-Going Support

Friends Website is designed to be largely self-supporting.

- Friends' administrator can make content updates.
- Payment systems are under Friends' ownership.
- PersonalCTO.net will support updates to the website software

If needed, support is available for needs beyond local capabilities.

Project consulting is always available.



Friends of COAs Website Pricing

Pricing includes:

- Onboarding services (content placement, links, etc.)
- Website hosting services, including automatic upgrades for security and new capabilities

One-time special introductory offer :

- Year 1: \$270 subscription fee, payable upfront
Discount of \$90, or 25%, available until Sept. 1
- Subsequent Standard Fee: \$360, payable annually in advance on the anniversary of your subscription

Sign up today: <https://friendscoa.org/>

Onboarding will be scheduled in the order the signups are received



Thank you!

For information on the Friends Website,

Contact Barry Tuber, [PersonalCTO.net](mailto:barry@personalcto.net)

617-489-6169; barry@personalcto.net

The Friends Group Website project
was funded and supported by your
Massachusetts Councils on Aging

For information on the Massachusetts Councils on Aging,

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