

# UBE-AZ.ORG for the Technologically Challenged

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## INTRODUCTION

This document explains the functionality of the UBE-AZ.ORG website and suggests ways to get the best mileage from the website.

### The goals driving the website design:

1. Become the face of UBE-AZ on the Internet
2. Make people aware of what UBE-AZ is doing
3. Facilitate communication with members and other interested persons
4. Facilitate collecting membership dues
5. Provide an easy-to-use way to make payment for purchased items
6. Run the annual 50/50 Raffle
7. Become easy to maintain to keep up with technology

Once put into production on March 17, 2025, Karl Wicker will assume ownership of the website as our Webmaster. Karl will keep up with ordinary updates to keep the software up-to-date and safe from hackers.

### Current capability

UBE-AZ.ORG displays our activities broken into three general categories that drive us:

**Education for Leadership** describes our goal of raising money to fund two college scholarships, one adult scholarship, and children's scholarships for Chapel Rock Summer Camp.

**Community Outreach** describes our efforts toward Family Promise, Speaker Series, Tanganyika, and Family Tree Healthcare.

**Additional Programs** contain other activities that may extend outside Arizona. For instance, the Absalom Jones Celebration, the Poor People's Campaign, the National UBE Conference, and BAM.

These categories are not absolute, but the website's structure is designed toward three main categories. The categories can be renamed, and the activities within the categories can be expanded or contracted. However, maintaining three categories is essential for the foreseeable future.

Our system also provides for:

**Membership** join UBE-AZ and pay annual dues

**News** the online blog that tells what we are planning and what we are doing

**Contact** providing members and non-members with the means to contact us

**Volunteer** for different activities,

**Meetings** to request an invitation to the next meeting,

[Contributions](#) accept contributions online

[50/50 Raffle tickets](#) purchase single or a group of 5 raffle tickets

[Online Shop](#) purchase other items in our Online Shop.

## Making the website most effective

Our website software system is WordPress, which powers 43% of all websites on the Internet. WordPress is so popular because an entire industry of programmers is writing single-purpose programs that "plug" into WordPress. For instance, our 50/50 Raffle function is a Plug-in system. It was not part of the system we originally purchased, but it has been added.

Like all other technology, websites are constantly updated and altered to respond to changing environments. The successful ones change in appearance and functionality, too.

Nothing on the Internet stays stagnant. Our cell phones change at a fast pace. Websites may seem stable, but updates are happening underneath the surface that take advantage of new technologies and counteract new threats. Our system has been constructed with this in mind.

However, websites contain two components: the **software** and the **content**.

### Software

1. Karl Wicker has volunteered to be our Webmaster, keeping the software up-to-date and functioning. The Webmaster is best used to ensure the website software is current and the content is consistent.
2. He advises others on the capabilities of our current system.
3. He uploads media (photos, documents, and videos) provided by others.
4. He enters Posts (stuff on the News page) written by others and links the Media files where appropriate.
5. He removes old, unused stuff so the website continues running smoothly.
6. He works behind the scenes; no one notices when he does a good job.

### Content

1. Forward News items about what we are **planning** to the Webmaster (in writing), not what has already happened.
2. Include photos if possible.

Our Leadership Team, Team Leaders, and Team Members will be the source of our content. And all members can make a contribution there. Make the world aware of what you are planning and doing *as it occurs*. This is how we will reflect our **active, vibrant organization**. The **NEWS** needs to reflect what we are **planning and doing**. It must look to the **future**, not just communicate the **past**.

For instance, by Christmas, we know we will have an Absalom Jones Celebration in February. We might not have the date or the place, but we know it will happen, and we know we will need volunteers to serve as planners, ushers, acolytes, readers, etc. Post the plans and needs on NEWS. When more

concrete information is known, post the location and date. Thank the people who volunteered to participate in the planning and execution required for a successful celebration. After the celebration, thank everyone involved and show a few pictures.

## Best Practices for All Members

- 1) *Look to the future*. If the website is looking forward, it will become more helpful to members and non-members alike. Looking back in time generates very little interest and dooms this public face of UBE-AZ.
- 2) *Draft News items*. Become familiar with the website's content and draft News items for Team Leaders.
- 3) *Ask questions* of the Webmaster to see how the website can support our activities.

## Current Content

Current content will make or break our website. Make sure we are putting our best foot forward by keeping these guidelines in mind and **keeping the future inviting**.

A good resource for writing news items can be found at Michigan Tech.

(<https://www.mtu.edu/umc/services/websites/writing>). Here are some excerpts.

## Best Practices for Writing on the Web

In theory, producing scannable, simple, easy-to-read web copy should be uncomplicated. The reality is that writing web content takes some thought. Web content must be accessible to anyone who lands on our webpage. On the other hand, it is crucial to understand and speak to our key audiences, such as donors and potential donors or current and future members.

Our audience's time constraints and our website's constant competition complicate web writing. We must capture our readers' attention within 3–5 seconds or risk losing them forever in a single click or tap. As web content writers, we must remember how people read web pages: a quick scan and a click, off to somewhere more interesting.

## Top Tips for Web Writing

In short, there are high expectations for web content. Online content should be:

- brief
- clear
- nonthreatening
- conversational
- engaging
- easily understood by a variety of people

Become familiar with the content of the website and draft News items for Team Leaders. Ask questions to see how the **website can support** our activities,

Our software has been updated and revised. Functionality has been increased. Now, all we need to do is use it to our best advantage.

-- *END* --

Frank Spoto