

# *Websites & Social Media for Nonprofits*

JODI CHROMEY



*Building Networks  
Forging Partnerships*





# Hi, I'm Jodi

- Nerd since birth
- 20+ years working on the web
- Full-time freelancer since 2009

You can find see some of my work at  
[jodichromey.com](http://jodichromey.com)



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# Do You Still Need a Website?



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- Your website is like your business card
- It reflects who you are as an organization
- Instantly telegraphs credibility & activity



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# But We Have Facebook. . .



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- That's great! Keep it up.
- Not everyone uses Facebook
- The algorithm is messy & not everyone sees all your updates



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# Speaking of Social Media

- It can be time consuming
- If you have a social media pro in your org, then go out there & be social all over the place
- Otherwise pick one & *really* show up there



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# Where to Begin



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- Register Your Domain
  - Depending on platform first year might be free
  - Domains should be ~\$15/yr
- Choose Your Host/Platform
  - Wix & Squarespace - \$\$, Not that easy
  - GoDaddy Webpage Builder – Super easy, very limited, comes with GoDaddy’s issues
  - WordPress - Cheaper in the long run, may require \$\$ upfront & training



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# Building Your Site Should be Fun



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- There is no wrong way to do this
- You aren't carving anything into stone
- The beauty of the web is in constant change



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# How it Started...

**ZONTA**  
CLUB OF  
MINNEAPOLIS  
Member of Zonta International  
EMPOWERING WOMEN  
THROUGH SERVICE & ADVOCACY

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Minneapolis • District 7 • Area 3

We are a chartered club of Zonta International, a membership organization dedicated to advancing the status of women and serving our community through service, local and international contributions, scholarship offerings, and to achieving personal and professional growth in a nurturing and supportive environment.

Zonta envisions a world in which every woman is able to achieve her full potential. In such a world, every woman is free and has access to education, health care, legal and economic resources. In such a world, no woman lives in fear of violence.

**Scholarships for Women**

Each year the Zonta Club of Minneapolis distributes awards and scholarships to deserving women in the community.

Myrtle Lee Scholarship  
Young Women in Public Affairs  
Jane Klausman Women in Business

In addition to the local awards available to women, Zonta District and International offers scholarships and awards, including the Amelia Earhart Fellowship.

**New Accepting Applications:**

Jane Klausman Women in Business (Deadline June 7, 2018)  
Download Application

Learn more about all scholarships.

**The World Needs More Zontians!**

Do you have the drive to make a difference for women and girls?

Zonta has been bringing members together from around the globe for the common mission of empowering women since 1919. Members work together to create a better world for women and girls.

Learn More

**Beneficiary Organization**

The 2018-2020 Zonta Club of Minneapolis Beneficiary is Dress for Success, Twin Cities.

Attend a meeting! We welcome guests interested in learning more about Zonta! Member meetings are held monthly on the 4th Monday of each month at 6:00 p.m. Please email [ZontaMinneapolis@gmail.com](mailto:ZontaMinneapolis@gmail.com) for more information.

**Objectives of Zonta:**

- To improve the legal, political, economic, educational, health and professional status of women at the global and local level through service and advocacy.
- To work for the advancement of understanding, goodwill and peace through a world fellowship of members.
- To promote justice and universal respect for human rights and fundamental freedoms.
- To be united internationally to foster high ethical standards, to implement service programs, and to provide mutual support and fellowship for members who serve their communities, their nations, and the world.

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Member Login



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# How it's Going...



[Scholarships](#) [Membership](#) [About Us](#) [Contact](#) [Donate](#)



### Feminist Trivia Night 2022

6 pm • Tuesday • April 12, 2022

Gather your friends & join us for a fun-filled night of feminist trivia at Urban Growler Brewing Co.

The evening will benefit scholarships for women and girls, local service programs that focus on improving the status of women, and Zonta International service initiatives.

Food & one beverage ticket are provided. Beer will be available for purchase. Doors open at 4pm and trivia begins at 6:30pm. We will also have raffle tickets and trivia hints available for cash purchase. **Get your tickets here.**

[Get your tickets today!](#)

OUR MISSION

Zonta is a leading global organization of professionals empowering women locally, nationally, and worldwide through service and advocacy.

## WHY ZONTA?

Zonta stands for women's rights. We believe in making the world a better place. We find joy in doing this in a supportive community of like-minded individuals from diverse backgrounds, communities, countries, and cultures.

 <p>We envision a world in which women's rights are recognized as human rights and every woman is able to reach her full potential.</p>	 <p>We advocate for equality in access to education, resources and representation in decision making.</p>	 <p>We will not rest until women no longer live in fear of gender-based violence or forced/child marriage.</p>
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Stand with women & girls in the Twin Cities and worldwide [JOIN ZONTA](#)



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# How We Made it Happen

- Defined who primary audience is (new members) & wrote content to that audience
- Clear, simple navigation
- More pictures, less words
- Started simple with ample room to grow
- Perfect is the enemy of done



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**Any Questions?**

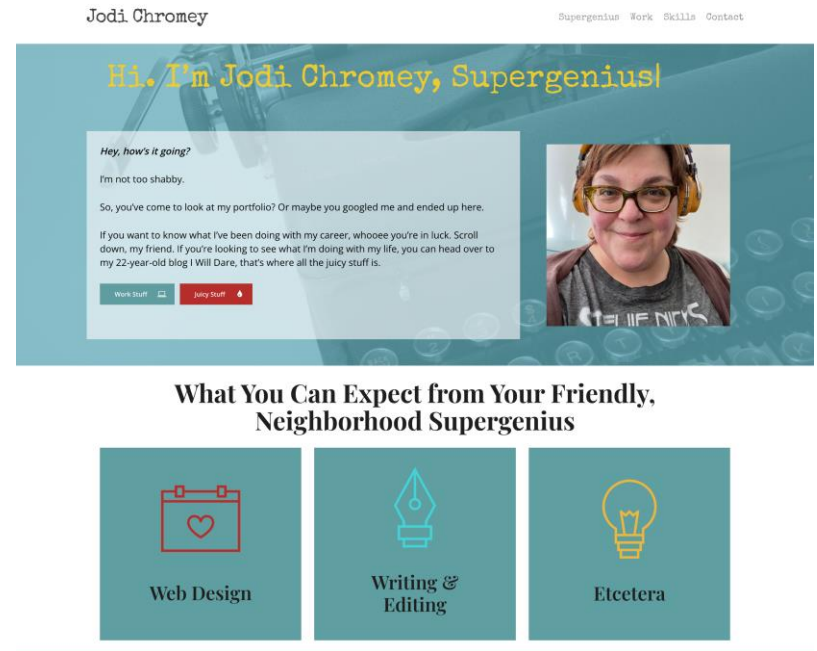


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# A Few Resources

- Domain Registration
  - Namecheap.com
- Web Hosting/Platform
  - Wix.com
  - Squarespace.com
  - Hostgator.com
  - Wordpress.org
- Images
  - Unsplash.com
  - Thenounproject.com
  - Canva.com



You can always contact me with questions.

[jodichromey@gmail.com](mailto:jodichromey@gmail.com)

[jodichromey.com](http://jodichromey.com)



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**THANK YOU!**



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