

STEP ONE:

Determine the type of digital presence you want.

- Is a website or blog necessary to build upon social media and e-mail communication?
- In what ways will your project/program/event benefit from a finite, centralized crowdfunding campaign web page?
- Are there resources in your organization/team to create regular content?
- Is it necessary to have your own website, or can you add a page to a collaborator or partner site?

STEP TWO:

If you determine a website/blog is necessary, research the available free content management systems for ease of use and provision of tools. Keep in mind your audience's' needs. All free content management systems come with easy-to-use templates.

STEP THREE:

Register a domain name. Be sure the name chosen clearly identifies your website. Sign up for a web hosting account. Weebly does offer free options for hosting.

STEP FOUR:

Upload content and images for initial launch. Set a schedule for updating content. Proofread for grammar and spelling.

STEP FIVE:

Share the site/blog with peers for feedback. Does the site/blog help possible funders/partners understand your program/project/event in a more robust way?

STEP SIX:

Share the completed site, update it, promote it, and drive traffic to it.