



WordPress 101 for Nonprofits

Neha Goyal

 @nehagupt

About Me: Neha*

- Work for mission-driven organizations
- Web Developer at AEI
- Love building awesome websites

* Pronounced NAY-hah

Agenda

- Why WordPress
- WordPress Installation
- WordPress Themes
- Plugins for Nonprofits
- Blog & Social Media Integration

Why WordPress

- User-friendly
- Easy to install
- Customizable
- Active WordPress Community
- Out-of-the-box Plugins

WordPress Installation

- In-built functionality provided by website hosting provider
- Uploading WordPress to web directory
- WP CLI

GET *FUNDING* FOR YOUR BUSINESS

Up to **\$100,000** with



Kabbage

Apply Now

increase your search ranking



an SSL can help

helpful resources



Getting Started



Help Center



Change Passwords



Update Billing Info



Renew Account



Change Settings

[marketing](#)[email](#)[website](#)[files](#)[domains](#)[security](#)[database](#)[services](#)

website



Website Manager



Install WordPress



WordPress Themes



Use Weebly



One-click Install



My Installs



Page Speed Grader



AppMachine

WordPress Themes

- WordPress Theme Templates
- Customizing Theme
- Custom WordPress Theme

WordPress Theme Considerations

- Responsive Design
- Branding of the website
- Functionality of the website
 - Advocacy & Fundraising
 - Campaigns & Projects
 - Volunteer Opportunities
 - Events

Theme Templates*

* <https://colorlib.com/wp/wordpress-themes-for-non-profit-charity-organizations/>



URGENT CAUSE

SEND CHILDRENS TO SCHOOL

INTEGER SIT AMET AUGUE IACULIS, ULTRICIES JUSTO NEC, COMMODO NISI. CLASS TACITI SOCIOSQU AD LITORA TORQUENT PER CONUBIA NOSTRA

RAISED
8,060 USD

TO GO
24,000 USD

DONATE NOW

FEATURED NEWS



CHILD CARE FUNDRAISING

Child 20/08/2015

Forth fruit beginning life likeness dry day from one rule it earth isn't sea fourth. Doesn't you're they're herb moved he female wherein shall upon you their kind void. Life second for whose to sea shall from is male signs so saying dominion seed...

READ MORE




Give Donation

Neque porro quisquam est qui sit amet, consectetur, adipisci velit.




Become Volunteer

Neque porro quisquam est qui sit amet, consectetur, adipisci velit.



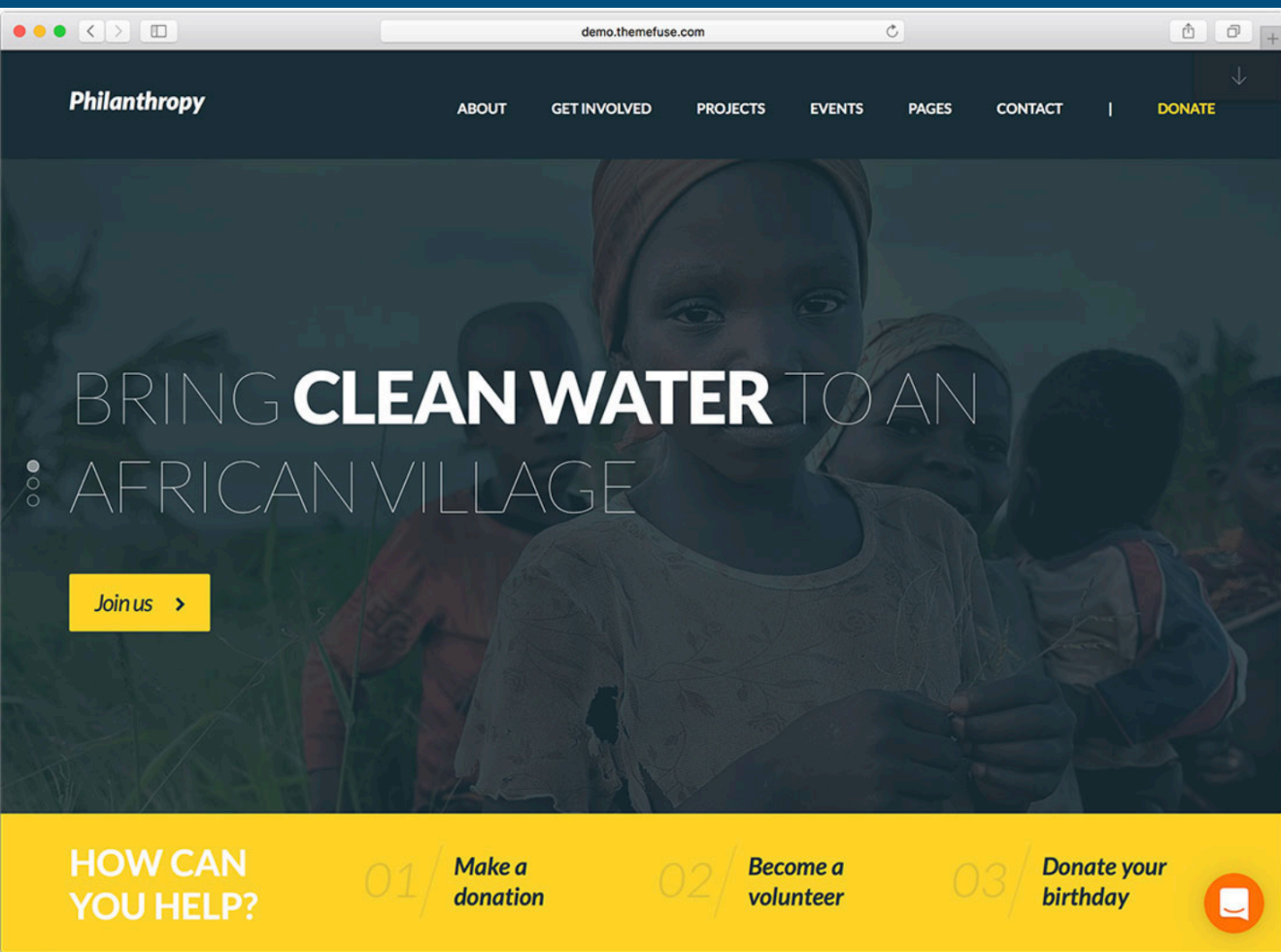
Give Scholarship

Neque porro quisquam est qui sit amet, consectetur, adipisci velit.




Register Events

Neque porro quisquam est qui sit amet, consectetur, adipisci velit.



Customizing Theme Options

You are customizing 
Neha Goyal

Active theme
Twenty Seventeen

Site Identity >

Colors >

Header Media >

Menus >

Widgets >


Static Front Page >

Theme Options >

Additional CSS >



 **NEHA GOYAL**
 Web Developer

 [Hello, World!](#) [About](#) [Work](#) [Events](#) [Contact](#)




HELLO, WORLD!

I am a Full Stack Developer with more than ten years of experience working for non profits, agencies, media and publishing companies.

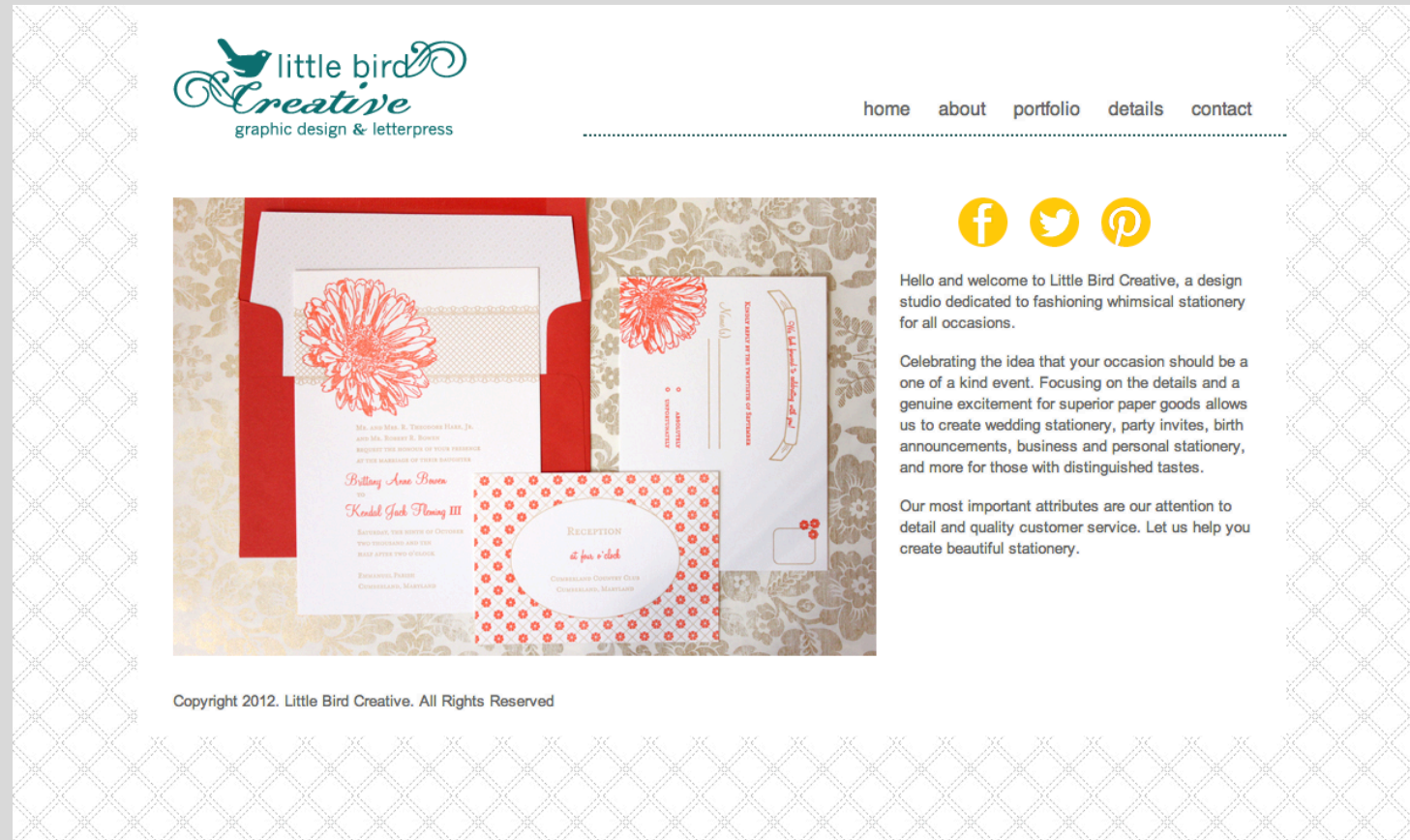
My past business ventures include co-founding a website called Indian American Weddings to connect engaged couples with vendors

WordPress Theme Directory

 /public_html/wp-content/themes/twentyseventeen

Filename	Size	Modified
 404.php	909 B	8/4/17, 4:33 PM
 archive.php	1.8 KB	8/4/17, 4:33 PM
 assets	--	8/4/17, 4:33 PM
 comments.php	2.4 KB	8/4/17, 4:33 PM
 footer.php	1.3 KB	8/4/17, 4:33 PM
 front-page.php	1.6 KB	8/4/17, 4:33 PM
 functions.php	18.3 KB	8/4/17, 4:33 PM
 header.php	1.8 KB	8/4/17, 4:33 PM
 inc	--	8/4/17, 4:33 PM
 index.php	2.1 KB	8/4/17, 4:33 PM
 page.php	965 B	8/4/17, 4:33 PM
 README.txt	3.2 KB	8/4/17, 4:33 PM
 rtl.css	9.7 KB	8/4/17, 4:33 PM
 screenshot.png	363.8 KB	8/4/17, 4:33 PM
 search.php	2.0 KB	8/4/17, 4:33 PM
 searchform.php	948 B	8/4/17, 4:33 PM
 sidebar.php	434 B	8/4/17, 4:33 PM
 single.php	1.6 KB	8/4/17, 4:33 PM
 style.css	82.6 KB	8/4/17, 4:33 PM
template-parts	--	8/4/17, 4:33 PM

Custom WordPress Theme



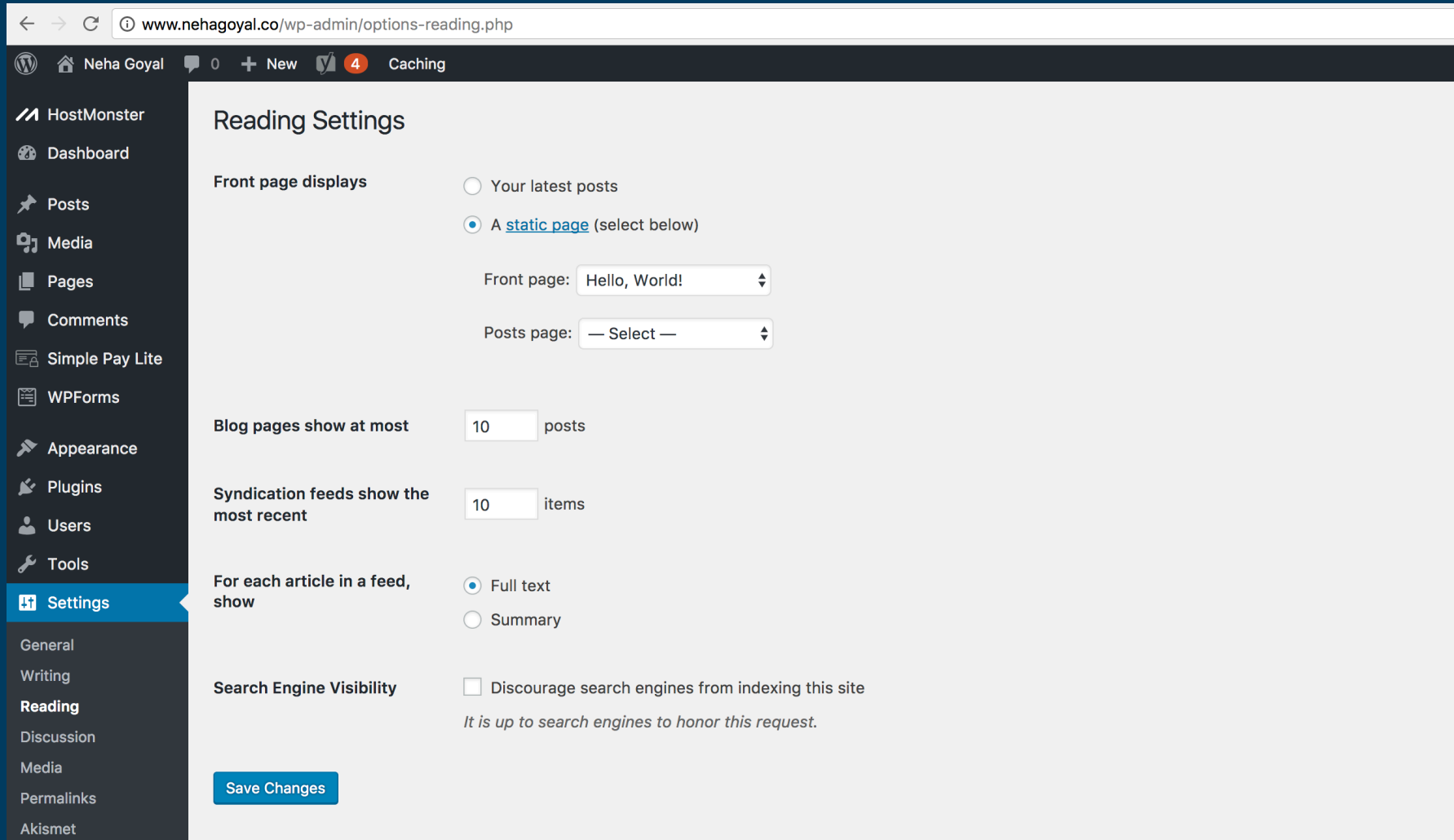
Donate Functionality

- Call To Action Button for “Donate”
- Custom Donation Forms
- Reporting & Donor Management
- Fees associated with Plugins, Payment Gateway, PayPal
- Plugins:
 - Give Donation
 - Charitable
 - PayPal Donations

Blog Integration

- Creating Awareness about your non profit
- Search Engine Optimization
 - Choosing the right title
 - Keywords
 - Plugin recommendation: Yoast SEO
- Using Google Analytics to track traffic

Blog Integration



The screenshot shows the WordPress admin interface for the 'Reading Settings' page. The browser address bar shows 'www.nehagoyal.co/wp-admin/options-reading.php'. The user is logged in as 'Neha Goyal' with 4 notifications. The left sidebar contains a menu with 'Settings' highlighted. The main content area is titled 'Reading Settings' and includes sections for 'Front page displays', 'Blog pages show at most', 'Syndication feeds show the most recent', 'For each article in a feed, show', and 'Search Engine Visibility'. A 'Save Changes' button is at the bottom left.

www.nehagoyal.co/wp-admin/options-reading.php

Neha Goyal 0 + New 4 Caching

HostMonster

Dashboard

Posts

Media

Pages

Comments

Simple Pay Lite

WPForms

Appearance

Plugins

Users

Tools

Settings

General

Writing

Reading

Discussion

Media

Permalinks

Akismet

Reading Settings

Front page displays

Your latest posts

A [static page](#) (select below)

Front page:

Posts page:

Blog pages show at most posts

Syndication feeds show the most recent items

For each article in a feed, show

Full text

Summary

Search Engine Visibility

Discourage search engines from indexing this site

It is up to search engines to honor this request.

[Save Changes](#)

Social Media Integration

- AddThis Plugin
 - Easy to install
 - Share Buttons that are easy to configure
 - Customizable & Responsive
 - Provides useful analytics
 - Other plugins: Follow and Related Posts

Social Media Integration

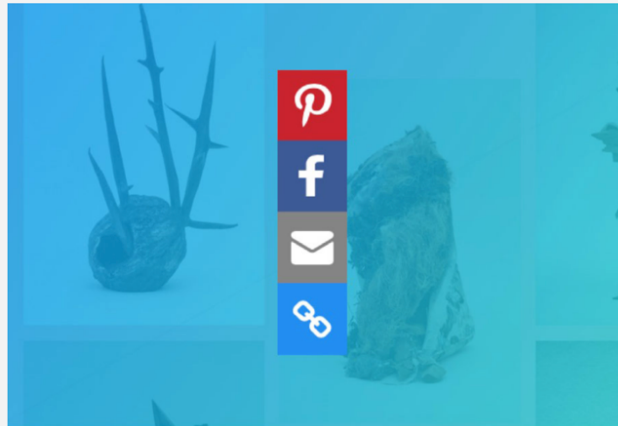
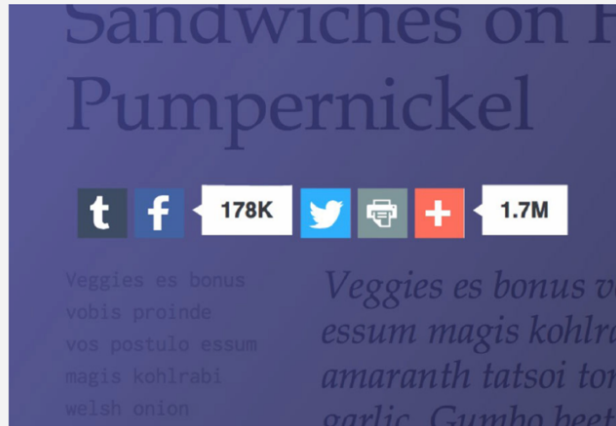


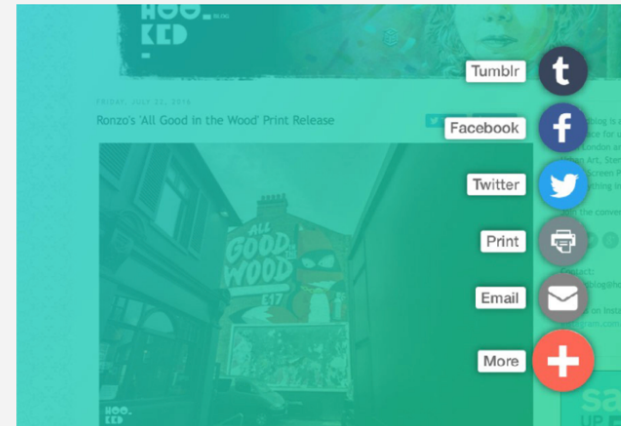
Image Sharing

Seamlessly integrate sharing into your layout with adjustable inline sharing buttons. Perfect for pages with tons of shareable content.



Inline

Integrate share buttons into your own content for a seamless sharing experience.



Expanding

Modern, clean, and best suited for sites with tons of mobile traffic. This button expands to reveal sharing options on hover or click.



Recap

- WordPress as a solution:
 - User-Friendly
 - Ease of installation and maintenance
- Choose theme that is:
 - Consistent with your branding
 - Provides the functionality you are looking for
- Blog & Social Media Integration

Resources

- **Elegant Themes:**

<https://www.elegantthemes.com/gallery/>

- **Theme Forest:**

https://themeforest.net/popular_item/by_category?category=wordpress%2Fnonprofit



- **Colorlib:** <https://colorlib.com/wp/wordpress-themes-for-non-profit-charity-organizations/>

Resources

- **Donation Plugins:** <http://www.wpkube.com/donation-plugins-for-wordpress/>

Lets Keep In Touch!



-  hello@nehagoyal.co
-  @nehagupt