Web Development in the Wild

2010 Wisconsin Nonprofits Annual Summit

May 18, 2010

Key Takeaways

1. Spend time up front deciding what **business goals** the web site will address. Throughout the web project, constantly ask if what you're working on ties back to those goals. If not, adjust!
2. Realize that, to be effective, your web site must be a living, changing repository.
3. Make sure that everyone involved with the project knows their role and responsibilities. General roles are designer, developer (tech person) and information architect. One person may fill multiple roles.
4. Perform regular check-ins with the entire project team.
5. Do due diligence when hiring outside help – interview, check references, view samples of work, etc. Make sure all involved with the project understand the special challenges in working with nonprofits and volunteers.
6. Look to open-source and "free" software to see if it can effectively address your needs.
7. Remember to include your time and your volunteers' time when assessing costs.
8. Outside services can save you time if you don't have to build functionality yourself. Good candidates for this are donations sites, database sites, etc.
9. Use resources like NTEN (http://nten.org) , IdealWare (http://www.idealware.org/) to learn what other nonprofits are doing.
10. Everything will take longer than you think it will!

To find all the resources discussed today, please visit:

http://bit.ly/cAIhmX

Dennis Deery   Elaine Glowacki
dennis@irose.com   elaine@wisconsinnonprofits.org
http://irose.com   http://www.wisconsinnonprofits.org