

WORDPRESS FOR CHARITIES

WORDPRESS FOR CHARITIES Class Description <http://cli.gs/WPCRegister> << click here

WordPress for Charities is an online 4-week course designed to take you step-by-step through the process of creating your own website without a webmaster.

You will learn the popular site-building software called WordPress®. With your knowledge of WordPress®, you will be able to create simple websites and update them on your schedule.

Schedule

MONDAYS - We meet once a week on Monday evenings (6 pm PST) in a teleseminar (by phone and webcast formats).

1. Module 1 - *How to Get Started*

- a. Organizing Yourself
- b. Telling Your Agency's Story
- c. Choosing the Perfect URL & Linking Strategies
- d. Knowing the Anatomy of the WordPress® Site
- e. Knowing WordPress® Taxonomy
- f. Using Social Media to Drive Traffic
- g. Case Studies

2. Module 2 - *How to Build Your Website*

- a. Adding WordPress® Enhancements (i.e., Wigits, Themes, Plugins, etc.)
- b. Adding Content (i.e., videos, articles, etc.)
- c. HTML Code Basics
- d. Posting Strategies
- e. Using Keyword Strategies
- f. Adding "Calls-to-Action"
- g. Case Studies

3. Module 3 - *How to Strengthen Your Website*

- a. Commenting Strategies - Special Guest!
- b. Where to Get Help - Special Guest!
- c. Attracting Traffic
- d. Asking People to Tell Their Stories
- e. Search Engine Optimization Strategies
- f. Case Studies

4. Module 4 - *How to Raise Funds with Your Website*

- a. Conversion Secrets
- b. Affiliate Programs
- c. Developing Products that Further Your Agency's Mission
- d. Handling Online Donations
- e. Teleseminar Strategies
- f. Case Studies

TUESDAYS - On Tuesday evenings (6 pm PST), you are invited to participate in Twitter Tuesday calls. You will learn how to coordinate social media with your website, increase your donor success and increase your outreach.

WEDNESDAYS - On Wednesday afternoons (12 pm noon PST), you are invited to participate in Wizard Wednesdays with the WordPress Wizard, herself, Cathy Perkins.

FRIDAYS - On Friday afternoons (12 pm noon PST), we meet in a special tele-critique session. We look at one or more students' websites. We will also go over case studies introduced in Monday's class to reinforce concepts being learned each week.

ACCOUNTABILITY PARTNER

With 1 registration, your agency can send 2 people to be trained. Info will be provided upon registration.

ALUMNI FOR LIFE

Upon completion of the 4-week course, you and your accountability partner can upgrade skills by returning to future WordPress for Charities classes without cost. You both can be an "alumni for life."

COST

\$533

PAYMENT

1. Online by credit card - <http://cli.gs/WPCRegister> << click here
or
2. By mail/check (complete form)

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REQUIREMENTS

- ✓ Landline (phone)
- ✓ Computer with high speed internet
- ✓ Desire to learn and save money

INSTRUCTOR

The course is taught by Phil Johncock, founder of 4Grants.Net. Phil designed Truckee Meadows Community College's first online course in 1997. He currently mentors protégés in grant writing, fundraising and scholarships. He also designs and teaches online courses for colleges and learning institutions, like College of Southern Nevada, Success University and Video Professor.

CONTACT INFORMATION

- ✓ WordPressForCharities@gmail.com
- ✓ 1-214-615-6505 ext 8229
- ✓ <http://cli.gs/WPCRegister> << click here to register

MORE INFO

- ✓ <http://WordPressForCharties.com>
- ✓ <http://cli.gs/WPCRegister> << click here to register

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WORDPRESS FOR CHARITIES

ORDER FORM BY MAIL WordPress for Charities Workshop

Student Name _____

Agency Name _____

Mailing Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Make check payable for \$533 to "4Grants.Net." Mail check and order form to:

4Grants.Net
5690 Vista Hacienda Way Suite 104
Sparks, NV 89436

Contact

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WordPressClasses@gmail.com

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