

You may want to develop a website to showcase your school’s Project Celebration event. You can use your Project Celebration website to:

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| <ul style="list-style-type: none"> • Inform parents and students 24/7 • Communicate with other organizers | <ul style="list-style-type: none"> • Accept online donations • Recognize and thank donors |
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You may know someone who can create a website, or you may have created one yourself for other projects. To develop a simple website for Project Celebration, take the following steps.

1	<p>Register a domain name. Pick one that's easy to remember and spell, and then register it using one of any number of domain name registrars.</p>
2	<p>Pick a web host. Choose one that provides a good online manager for help. If you decide to accept online donations, look into a secure server with https:// capability. Check with your school's host to see about hosting on your school's server or site.</p>
3	<p>Develop easy navigation and simple content. A helpful way to organize websites is with a site map. (See an example later in this section.) Your website should have sections for each of your audiences: Students, Parents, Volunteers and Donors. Include a description of Project Celebration. Add parental consent and other forms. You might even want to have an online calendar or a list of upcoming events. Be sure to include a section that allows visitors to contact you and other organizers by email or phone.</p>
4	<p>Create an uncomplicated design. You may want to ask someone experienced in graphic design to lay out your site. Ask them for a simple design, soft, neutral background colors, plenty of white space and large text with few fonts. Ask your designer to use 3D effects, bright colors, videos, sound and large images sparingly. (Large files increase download time, slowing down your visitors' experiences.)</p>

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Find an experienced programmer. You probably know someone who can write html or use web-building software. Find out whether s/he knows scripting language to make your site spiffy. Maybe even one of your students has the experience needed to help build the site.

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Explore what it would take to accept online donations. For secure credit card payments, you may want to apply for a merchant account (a bank account that accepts online credit card payments) or use a payment service, such as PayPal. Whatever you select, make sure you can view your records frequently to see what's been donated and ensure the money gets to your account.

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Proof and test your site. Once your site is up and running, make sure to test it in multiple browsers, and proofread it before you go live. Ask other organizers to help.

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Go live and advertise. Have your web administrator go live with the site. Be sure to promote your site by listing the web address (url) in school newsletters, letters and materials about Project Celebration.

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Make it current. Websites are only as good as their content. Update your site often so content looks up to date and reflects current fundraising efforts, alcohol awareness events and party planning details.



Consider hosting ads of some of your donors that link to their websites.

Example Site Map

