




Steps to Creating a Digital Presence for a Local Club

**There's a place for
you at our table.**


NFRW Technology Committee
Technology@nfrw.org
February 24, 2017

Steps to Creating a Digital Presence

1. **Make a list of what you'll want to do online.**
 2. **Once you have a name for your club, determine how you'll be referred to online.**
 3. **Visit NameCheck.com to test different names for availability.**
 4. **Reserve your domain name.**
 5. **Set up a generic Gmail address.**
 6. **Create a website.**
 7. **Sign up for an e-newsletter application.**
 8. **Sign up for a Square account or Paypal business "Payments Standard" account to take credit cards and online payments.**
 9. **Sign up for Wufoo.com, an online forms creation program.**
 10. **Set up social media**
 11. **Integrate these applications to broadly spread your message.**
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What do you want to do online?

Ideas:

- Email members directly
 - Create a website
 - Send e-newsletters using Mail Chimp or Constant Contact or equivalent
 - Take online payments for membership and events
 - Create online forms for membership, event registration or surveys
 - Build and maintain a Facebook page
 - Communicate with a Twitter account
 - Use a social media / digital communication dashboard like Hootsuite.com
- 

What will be your online brand?

- Use the same name as your “digital identity” for everything online.
- This will help you create your online brand.
To start, you’ll need:
 - ✓ A domain name
For example: **LostPinesRW.org**
 - ✓ An email address
For example: **LostPinesRW@gmail.com**
 - ✓ A Facebook “vanity URL” for easy access to your page
For example: www.Facebook.com/LostPinesRW
- If you’re adventurous (or have someone knowledgeable to help you), whether you’re going to use them now or not, get other social media site handles:
 - ✓ Twitter, YouTube, Instagram, etc.
For example: **@LostPinesRW** (twitter)

What will be your online brand?

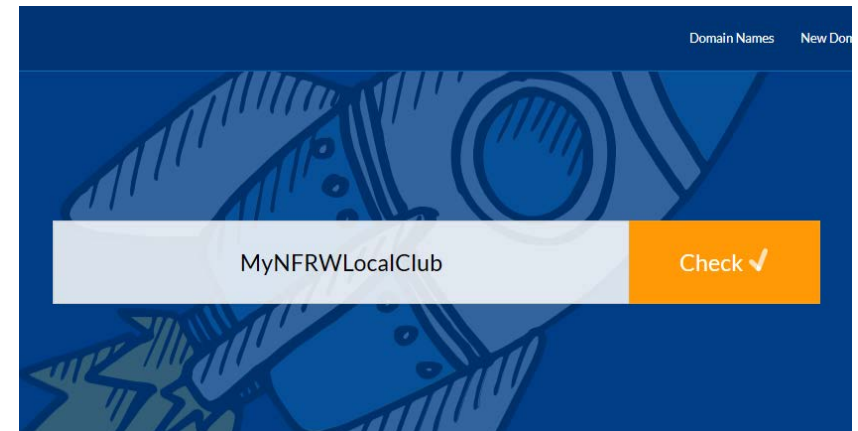
- Visit <https://www.namecheck.com> to test different names for availability.
- Try to keep your chosen name as short as possible. Especially for Twitter, the longer the name, the more of the allowed 140 characters you'll lose.
- Try to keep your name easily identifiable.
- Try to get a name that is available across all the major social media sites: Wordpress, Facebook, Twitter, Instagram, YouTube, Snapchat

NameCheck.com

Your search report for "MyNFRWLocalClub" (February 19, 2017, 8:15 pm, UTC)

Domain Names [\(learn more\)](#)

MyNFRWLocalClub.com	Commercial	available	Register
MyNFRWLocalClub.co.uk	Great Britain	available	Register
MyNFRWLocalClub.org	Organization	available	Register
MyNFRWLocalClub.us	United States	available	Register
MyNFRWLocalClub.net	Network	available	Register




Social User Names [\(learn more\)](#)

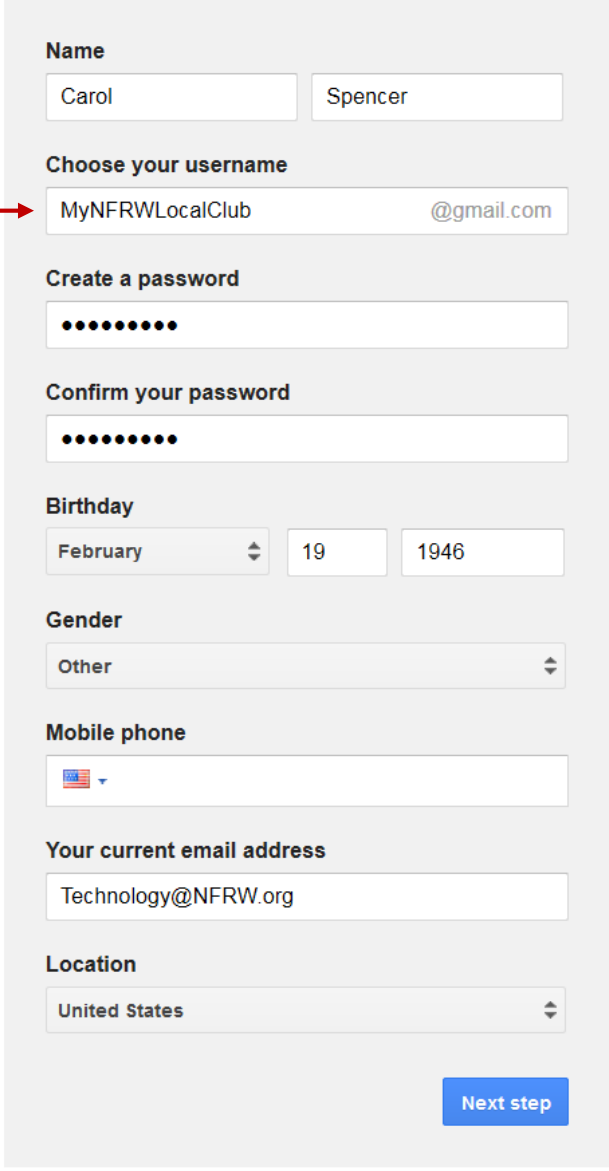
facebook	available	Register
twitter	available	Register
linkedin	already taken	View
instagram	available	Register
snapchat	already taken	View
tumblr	available	Register
googleplus	available	Register
pinterest	available	Register
youtube	available	Register
flickr	available	Register

Reserve Your Domain Name

- Always reserve at least .com, .net, and .org.
- Consider reserving any domain name you think someone may use to find you. They're not expensive.
- Reserve domain names for one year only the first time you reserve them. That way, if you decide you really don't need some of them, just don't renew them.
- Use the .org as your primary domain name. This will be the name people will use to find you on the web.
- Point the other domain names to the primary domain name. This is called "domain forwarding". All domain name registrars have a way to set this up for each domain name you register.
- If you set up your website using Wordpress.com, point all domain names directly to this name. For example: LostPinesRW.wordpress.com. No matter which of your domain names they use, they'll get to your website.

Set up a Generic Email Address

- Use your chosen “digital” identity as the name.
- Use this email address to sign up for everything online. 
- This makes it easy to transfer “ownership” of all your social channels to a new president or other responsible party.
- If you plan to use this email address as your club’s email address, forward it to your main email address or check it frequently.



Name
Carol Spencer

Choose your username
MyNFRWLocalClub@gmail.com

Create a password
••••••••

Confirm your password
••••••••

Birthday
February 19 1946

Gender
Other

Mobile phone
US

Your current email address
Technology@NFRW.org

Location
United States

[Next step](#)

Create a Website

- The best way to set up a website is using the free WordPress.com.
- More than 25% of the web runs on WordPress, so there are many resources available.
 - <https://w3techs.com/technologies/details/cm-wordpress/all/all>
- There are many plug-ins to make things easier to do.
- You can use free or low-cost templates.
 - <https://theme.wordpress.com/themes/sort/free/>
 - <https://themeforest.net/category/wordpress>
(just Wordpress category; not Hosted Wordpress)
- There are many, many free training videos on YouTube.

Create a Website


wordpress

Filters


About 5,290,000 results

Upload date	Type	Duration	Features	Sort by
Last hour	Video	Short (< 4 minutes)	4K	Relevance
Today	Channel	Long (> 20 minutes)	HD	Upload date
This week	Playlist		Subtitles/CC	View count
This month	Movie		Creative Commons	Rating
This year	Show		3D	
			Live	
			Purchased	
			360°	


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Sign-up for an E-Newsletter App

- The two most popular are MailChimp.com and ConstantContact.com.
 - ✓ They are very similar in their functionality.
 - ✓ MailChimp allows up to 2,000 names for free. For a small club, this is the best option. There are free templates as well, so your e-newsletters will look very professional.
 - ✓ ConstantContact has a 60 day free trial and then is \$20/month.
 - ✓ Both include creating signup forms that you can put on your website.
- If you have someone in your club that knows one or the other and is willing to create your newsletters, go with what they know.
- If you are going to follow the recommendation to use Wufoo.com for online forms, use Mail Chimp because it interfaces with Wufoo.

Use a free template. Add your logo.

Upcoming meetings and events

[View this email in your browser](#)



Lost Pines
Republican
Women
eNews

February Call to Meeting

Dear LPRW Members and Friends,

Since Republican politics is near and dear to our hearts, it is appropriate that our **February meeting** will be held on Valentine's Day, **Tuesday, Feb. 14** at the **First National Bank Smithville branch** (312 Main St, Smithville). The meeting will **begin at 1:00 PM** and end no later than 3:00 PM.

LPRW received its charter at the **Texas Federation of Republican Women** Spring Board Meeting on Saturday, January 28. Now, it's time to share ideas for our future.

We'll introduce ourselves, review upcoming events and discuss how we can help

ANNOUNCEMENTS

TFRW Legislative Day

TFRW's Legislative Day ("Lege Day") will be held on **April 6, 2017, in Austin** at the Sheraton Austin Hotel at the Capitol.

Registration Includes:

- Opportunities to meet and connect with TFRW leadership
- Continental Breakfast
- Buses to/from Capitol
- Committee Hearings, Resolutions in the House and Senate
- Luncheon with Guest Speaker
- Two Afternoon Workshop Sessions: Grassroots Lobbying- From the School Board to the Legislature; Federalism and the Tenth Amendment; and Fighting the Culture of Alarmism

Get Your Bling On at the Biennial Belles and Boots

In conjunction with Legislative Day, TFRW is holding its biennial **Belles and Boots**, on **Wednesday, April 5** at Scholz Garten in Austin.

Scholz garten
1607 San Jacinto blvd, Austin 78701
6:30 PM until 10:30 PM
Music by Branded Heart of Waco
Live Auction!
Heavy hors d'oeuvres, beer, and wine included.
Cocktails available for Purchase

Register before **March 14** and tickets are just \$35 per person.



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You are receiving this email because you are a Lost Pines Republican Women member, a Bastrop County Republican Women former member, or have expressed an interest in Republican news and events in Bastrop County TX.

Our mailing address is:
Lost Pines Republican Women
126 Brazos Drive
Cedar Creek, TX 78612

[Add us to your address book](#)

Credit Cards & Online Payments

Sign up for a [Square](#) account or [Paypal](#) business “Payments Standard”

- This will require the SSN of the person setting up the account.
- To take credit cards using iPhone, iPad or Android phone:
 - ✓ Order the free swipe card readers from Square and/or Paypal
 - ✓ Download the mobile app
- You’ll need your bank account information in order to move money from these payment applications to your bank account.
- If you are going to follow the recommendation to use [Wufoo.com](#) (below) for online forms, use Paypal because it interfaces with [Wufoo.com](#).
- The current cost is 2.2% + \$0.30 per transaction.

Do refunds by check in order to avoid these same fees on a refund.

Paypal integrates with Wufoo (online forms/registrations) with simply the use of the email associated with the Paypal account.

Wufoo: Online Forms & Registrations

- Wufoo is a simple, drag and drop, forms creation program.
- It can be used for online membership applications as well as online registration for events.
- You'll see a lot of use of Eventbrite for event registration.
 - ✓ While there is a charge for Eventbrite and for Wufoo, Eventbrite costs more than Wufoo.
 - ✓ Eventbrite does not have the capability to be used for membership forms and/or surveys. Wufoo does.
- Wufoo interfaces directly with Paypal. When someone registers for an event, it takes them directly to Paypal to complete payment.
 - ✓ The registrant does not need a Paypal account to pay; just a credit card.
 - ✓ If the registrant has a Paypal account, they must log into Paypal using the email address associated with their Paypal account in order to complete payment.

Wufoo: Online Forms & Registrations

- Wufoo forms can be embedded in a Facebook page or a web page. Direct links can be emailed or included in an e-newsletter.
- Templates are easy to create and can be customized with logos, font sizes and more.
- Form data can be retrieved as an Excel spreadsheet or individual records can be viewed, printed, emailed.
- Comments can be attached to each record.

Lost Pines Republican Women
Bastrop County TX

ELIGIBILITY JOIN NOW E-NEWS ABOUT LPRW CONTACT US LPRW MEMBERS ONLY

Join Now

If you have trouble viewing this form on your mobile device, use this [direct link](#).

Prefer to print a PDF and mail with your check? [Open our PDF Membership form](#).

LPRW Membership Application

Membership Period: January 1 through December 31.
Complete the information below. Payment will be through Paypal.
If you want to pay by check, please send a check payable to LPRW, along with this form, to Carol Spencer; 126 Brazos Drive; Cedar Creek, TX 78612

New Renewal

Total	\$35.00
Regular (\$85)	\$55.00

Name *
First Last
Email *
Senate District *
Address *

State / Province / Region
United States
Country

Landline
Work Phone

Occupation

Political Action Committee. If not employed, use retired.

Wufoo Forms Reports Themes Users Pricing Account

E-News Signup #1

Name * Carol Spencer-Test

Position

Email * casregister@gmail.com

Address

Contact Number

Yes, I wish to receive Lost Pines Republican Women e-news. Yes

Created 5 Feb 2017 2:27:42 PM

66.68.141.180
IP Address

PUBLIC

NEW EDIT EMAIL PRINT DELETE

Viewing Entry #1

- Add a Comment -

- Your Name -
Carol Spencer

Save Comment

Set up Social Media

- At a minimum, create a Facebook page.
- A Facebook page can be embedded in your website.
For example, see: www.LostPinesRW.org

Lost Pines Republican Women
Bastrop County TX

ELIGIBILITY JOIN NOW E-NEWS ABOUT LPRW CONTACT US LPRW MEMBERS ONLY

Be part of the collective voice of more than 100,000 Republican Women.

As a member of the Lost Pines Republican Women (LPRW), you also become a member of the Texas Federation of Republican Women (TERW.org) and the National Federation of Republican Women (NFRW.org).

Republican men are eligible for associate membership in the LPRW.

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RELATED LINKS

- You only need to post information to the Facebook page and it will flow to your website.
- This makes generating and spreading content much easier.
- You can control the location and width on your website.

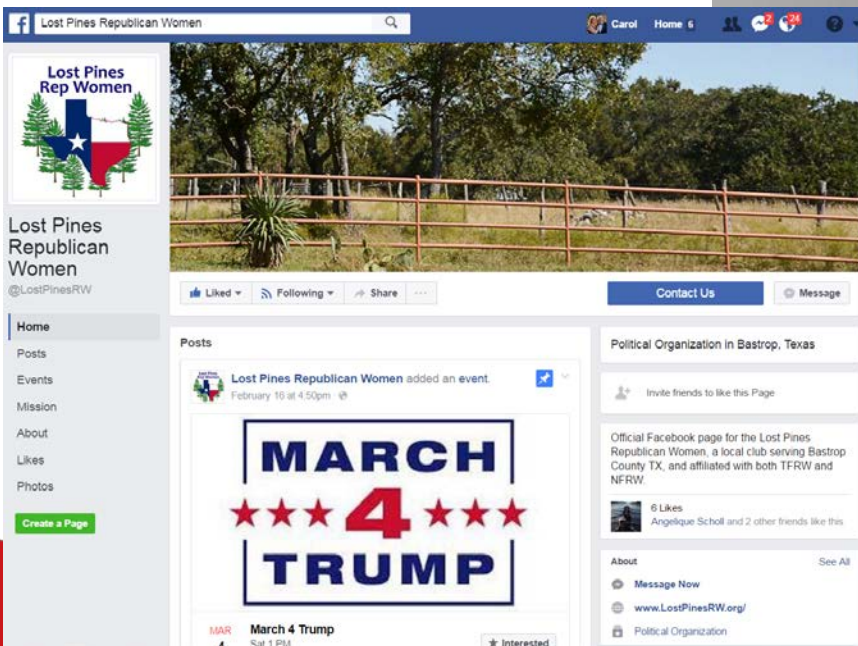
Step by Step Guidance

Building a Political Social Media Presence

<http://www.slideshare.net/ChazNJ/2014-njfrw-socialmediaseries>

This presentation was created for a NJ Federation seminar in 2014.

While some of the screens may be a bit different today, this step-by-step guide will help you set up a Facebook page, Twitter account, and the Hootsuite social media dashboard to tie it all together.



Other FREE Tools You Can Use

- Need to set up a meeting?
[Doodle.com](https://doodle.com)
Put in multiple possible dates and times. Attendees choose which they could attend. Pick the one most people can make.
- Need to hold a phone or video conference?
[FreeConferenceCall.com](https://freeconferencecall.com)
Up to 1000 people can call in. Includes screen sharing, call recording, screen recording, video conferencing, screen drawing tools and more.
- Want to stream your event or presentation live?
[Facebook Live](https://www.facebook.com/live)
This is a great tool for broadcasting to the world on Facebook.

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