

**Region and Chapter Website Development Guidelines**

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# Purpose of this Document:

This Document Describes the requirements for a Chapter or Region to support the content development of their FCA Website. The nominated local support person, will work with the National Communications Chairperson’s team to set-up the website and to develop and load content specific to their Chapter or Region.

FCA National have set up a dedicated Support email and phone number:

* Email: [fcawebdesign@ferrariclubofamerica.org](mailto:fcawebdesign@ferrariclubofamerica.org)
* Phone: +1 720 619 5152 (ex 1000)

# Prerequisites for the Region or Chapter:

The Chapter or Region will appoint at least one content support person (CS), see below for skill set requirements, consideration for secondary support people is important in case specific events and content are managed by someone who manages the events.

Chapter website credentials will be issued to the Regional Director and Chapter President, who in turn will keep a record for backup purposes, there will be a primary and backup login, this is for security and transition/succession to new leadership members in the Chapter or Region.

The Regional Director (RD) is responsible to maintain a list of the Region and Chapter members who have been assigned with website credentials. The RD will inform the National Chairperson of these members, also to manage the credential handover as necessary from time to time, and inform National of newly appointed CS’s.

Security and protection of Chapter, Region and National member information is of the highest level of importance, selection of the CS’s, content uploading and maintenance must from time to time be reviewed by the Regional Board to ensure compliance with member privacy, ethical and legal content also to monitor for members using the website, or other social media platforms for commercial or personal profit.

# Getting established and finding your legacy information:

Many of these sites host a rich history of archival data, some websites have a robust repository of online Event Archives going back many years. Have your board members establish what data and content you wish to bring forward to the new site, collaborate with past board members and key folks who may have had responsibility for old website archival content, emails and credentials.

Develop a timeline that works for your team, this is essential to set expectations and measure progress, this is your roadmap for success.

Necessary information to get your chapter aligned with the National development team:

* the entity that has the domain name (Network Solutions? GoDaddy, etc.)?
* when does the domain renew?
* who paid for it and who's name it's in?
* can access credentials be made available?
* who hosts the site (Club Express, etc.)?
* when does it renew?
* whose name is it in?
* can access credentials be made available?
* is email attached to the Domain, RD’s and CP’s may not even be aware of this.

This will all need to get switched over to FCA National.

## Getting Started with WordPress and Building a Chapter Website:

The following section details the minimum level of website building by utilizing the pe-built website template. Based on the following, we will help you to create your initial website, which will be pre-populated with generic boilerplate content.

The included WordPress framework and add-ins used by the National Team will allow you to manage all aspects of the website such as event calendar listings, event photos, sponsors, board contact information, links and whatever content fits your group.

WordPress is the most widely installed framework on the Internet. We have provided a template that is fully responsive out of the box and is designed to provide a standardized layout with approved fonts and logos, with global content that is operational on all devices including desktop, tablet, and mobile phones.

The theme installed is very powerful yet has a built-in drag-and-drop page builder for managing content on your website. We have standardized well-known and supported plugins that are already included. We’ve taken all the heavy lifting out of building a website from scratch.

## Included unique features:

* Single Sign On (SSO) Connection to YM to control login and page and document access, your local login is the same as your National login.
* Event Calendar, when updated at the region or chapter, will at some point in the future automatically roll up to the national calendar.
* Photo Gallery
* Protected content areas for Chapter and Region information, i.e. 2 areas; Private and Public view
* There is one level for website content and maintenance, the standard level is for ease of effort for the Region or Chapter.
* A standardized template complete with global content will be pre-loaded and must be followed to ensure our standard design and support platform.

## Content Support Person (CS):

### Scope of responsibility and Skill set requirements:

* A member in good standing that has the desire and time to support the uploading of photos and videos, create simple event pages in WordPress (a tutorial will be provided), and to report website issues as may occur from time to time, the CS is not responsible to fix the issue merely to report them.
* WordPress is a very simple to use globally recognized application, it allows for easy page creation, photo and video uploading, linking to other platforms such as Constant Contact and RegFox.

# What do I need to know to be a CS?

* Nothing will be created from scratch, we have a standard production template with headers, formatted areas for banners and drop downs, links back to the National Website with single sign on (SSO) security, which is built into the template. SSO means that you only need your National sign-in details, members are automatically linked back to YM (national database) and validated.
  + Can you load posts on Facebook, Instagram or other similar social-media platforms?
  + Can you do minor editing, size and format changes of standard photos in .jpg, .pdf, etc?
  + Can you use Microsoft Word and Powerpoint or similar programs?
  + Do you know how to create a .pdf document from other formats such as MS Word or Excel?
  + For more advanced social media savvy members who wish to create events with say Constant Contact or a monthly newsletter, this is again a simple drag and drop process.
* The National Communications team will conduct live training via Zoom, familiarization will be task specific, i.e. how to create an event page, simple, short and concise, training.
* All content will be loaded by the CS and other appointed members with the assistance of the National team, any Wordpress issues, approving media size and format if not to the national standard, etc. can be discussed.

# Standard Setup

* National team will setup the WordPress instance and preload the standard theme and generic sample content, the CS simply edits the template to update with their specific content and images.
* Transfer of photo albums is easy some sites may require help as they have many years of photos, this is just a time consideration.
* Sort through your chapter photos to find suitable horizontal photo(s) for home page.
* Include existing chapter board photos add name, title, phone and email address if desired.
* Create upcoming event posts with title, start/end date, short and long description.
* Populate the Sponsor page with your local partners
* Setup local newsletter page if applicable

**This next section is more technical for those who wish to know**

**for simple content loading don’t worry:**

# Website Hosting

FCA National is completely underwriting the cost for development and hosting of any Region or Chapter choosing to migrate to the new Website Template. Your group just needs to follow the steps in this document.

## Desired Domain / URL

* We will utilize the ferrariclubofamerica.org using a secondary domain name such as [Ferrari Club of America](https://houstonc.ferrariclubofamerica.org/)
* If the Chapter is going to use a bespoke URL, then they will also have to pay for the registration of that domain each year. The domain registration can be done by a number of services such as Go Daddy

## Navigation

* National will set up a default website with a default menu navigation structure that includes web pages for your home page, About Us, Events, Photo Gallery, Newsletter, Board and Sponsors.

## Home Page Photo Slider

* The template requires suitable horizontal photo(s) for home page slider. The recommended specification is a JPG file with a size of 1200 px x 583 px. You need a minimum of one for the home page, but you can have multiple images that rotate automatically. If you need assistance building these images, let us know.

## Event Descriptions

* National will help you to load a couple of events to get you started. For each event, you will need the date(s) of the event, event name, description, featured photo (optional) and location. The calendar plugin has many features to allow you to add a map, etc.

## Event Photos

* The website has the ability for multiple photo galleries. You will need to transfer your desired galleries to the FCA webserver, so gather your photos by event and year if desired. If you are currently utilizing a web-based hosting service such as SmugMug, they typically have export capabilities that you can download to your local machine for upload to the FCA webserver.

## Board members

* Gather name, title, email address and a photo. You can review the contact page at [About Us – Ferrari Club of America](https://houstonc.ferrariclubofamerica.org/about-us/) for a reference.

## Existing Website Content

* Do you have existing website text and image content that is to be transferred? Does it need to be updated? The existing text can be scraped by highlighting the text and pressing CTRL-C to copy and CTRL-V to paste. This can include the About Us page, Concours, Track, Sponsors and links.
* The “static” pages – membership benefits, etc. will be automatically transferred when the staging site is created.

## Sponsors

* The sponsor page can be populated with a logo, name, address and contact info and website link. You can refer to [Sponsors – Ferrari Club of America](https://houstonc.ferrariclubofamerica.org/sponsors/) for ideas.