



DOING THE MOST GOOD  
UNITED STATES CENTRAL TERRITORY

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## **SYMPHONY WEBSITE QUICK-START GUIDE**

“The Salvation Army is different in every local community because the needs of every local community are different.”

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# Welcome to Symphony

A guide on how to  
prepare for your  
new website

The Symphony project is a website framework designed to deliver a stunning online experience, increase fundraising, deepen engagement and serve fresh and timely content at the local level. Designed in partnership with The Richards Group and DevNext, this network of sites ensures that wherever you live in the Central U.S., your community will have access to a compelling and consistent Salvation Army presence online.

Walk through each section of this guide to help your team think through your ministries, gather photos and write the content you need for before you launch. Your divisional digital staff will be ready to assist you if you get stuck.

In 2017 the Territorial Finance Committee approved a to approve funds to develop a new website platform intended to replace the current WebManager 4 Platform. Since October 2017 the Central Territory has closely with Devnext to create our iteration of this platform, initially created by the Western Territory in 2016, as well as adapted recently by National Headquarters (salvationarmyusa.org/). Development of our iteration, as well as the creation of additional functionality (commonly referred to as “Phase 2”).

To date, Territorial Headquarters has spent over \$70,000 on this project. We have additional funds budgeted for further development in 2018, which we plan to use to make some data-driven adjustments to the platform. We will continue to Budget for additional phases.

While much of this infrastructure has already been created by Devnext and THQ, it will be the responsibility of the divisional web staff to create the websites within the platform and service their respective division's sites (including but not limited to adding local administrators to their sites). Because we're building new sites for every location, the Content Management System (CMS) was extensively overhauled to be extremely intuitive, making content, not technology, the sole focus for local site administrators.

## Highlights of Symphony:

- **Efficiencies for divisional web staff**
  - Ability to syndicate theater images, news and events with call to actions, stories, content to all local sites from a Divisional account (currently, WM4 requires them to post to individual accounts. This means divisional initiatives can be executed much quicker.
  - Divisional web staff can now create their own sites based of GDOS (Global Directory of Services) entries
- **Ease of Use**
  - Unlike our current WM4 sites, we've created a platform that doesn't require any working knowledge of HTML, CSS and JS for local units.
  - Putting the local unit in the driver seats for their sites means divisional staff can focus more content, not technology
  - Local units can easily post
- **Consistent branding and User Experience throughout Division, Territory and Country**
  - Designed by The Richards Group (TRG) to increase fundraising.
  - Contemporary design pushes our aesthetic into 2018 with much needed improvements to the User Experience.
  - The web aesthetic created by TRG is only editable at the territorial level, ensuring all sites look the same and keep our brand consistent.

# TIMELINE

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While the development of our Territory's iteration of Symphony, there are only several key dates divisional web staff and local users. To view a more in-depth time line of remaining development, visit [salar.my/SymphonyTimeline](https://salar.my/SymphonyTimeline)

## April 25

Quick Start Guides are deployed to divisional web staff

## May 2

Divisional web staff are granted access to their divisional conductor accounts and begin building out their DHQ sites as metro area sites (see page 8 for page types)

## June 27

All divisional sites and other existing websites replaced by Symphony sites that are utilized in year-end fundraising need to go live by this date (including local unit sites). This date was recommended by The Richards Group so that all sites can propagate, and recover from any minor SEO hiccups and be ready for year-end fundraising. **This date is important if your website is utilized for year-end fundraising.**

## July - August

Spin-up remaining local unit, program and metro area sites. Grant local users access and provide the Quick-Start Guide and training, if necessary. These should be new sites for locations that do not currently have a site and don't need SEO recovery, indexing, or propagation time.

# FREQUENTLY ASKED QUESTIONS

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## How will this affect my current website?

If your website is currently hosted in WM4, your Symphony site will replace your current site once you are ready. If you fundraise with your local unit site it is important that you migrate on or before July, as we want your sites to propagate across all web services and your SEO can recover from any hiccups. This will ensure your migration will not affect your seasonal fundraising. We will map your symphony domain to your existing WM4 site. If you don't currently have a website (Symphony being your location's first website) the migration would be completed by August.

If you're replacing an older WM4, there is an opportunity for both sites to be live for a period of time. This is the safest path for us from a search engine optimization perspective.

When you're ready to close down your site, Jon Aren will help to do a permanent redirect for your old site. You can keep any custom URL you might have purchased (IE: salmich.org). These custom URLs can be retained but simply directed to the new site.

## Who manages these websites once they are live?

You will share administrative rites with your divisional digital staff. Divisional Web Administrators will now automatically have administration rights for all websites within your division. They will share responsibilities with the corps staff who will also have admin rights for their respective corps sites. Program sites will have shared ownership between the Program's staff and DHQ. Additional administrators can be added, the only requirement is a Lotus Notes email.

## What new things will I be responsible for?

Once you've been given access to your site, it is your responsibility to populate your Symphony site and program content that are specific to your location. You should also add marketing content, upcoming events, local stories, social media links and videos.

Divisional staff will continue to be responsible to review all sites within their command to be sure they are up to date giving marketing and content support where necessary.

## Who should I call if I have questions?

If you have a question about the symphony project, you can email your divisional digital staff: [jon\\_aren@usc.salvationarmy.org](mailto:jon_aren@usc.salvationarmy.org)

# 3 TYPES OF SITES

**“Good design solves a business problem.”**

Every division, metro area, corps and residential program in the territory will have access to their own microsite within Symphony. These sites have a simple interface that allows staff to administer a beautiful, professional, branded site with no code knowledge.



## Traditional Unit Site

These sites allow administrators to easily show all programs within a single corps and have a built in communication and fundraising ecosystem.



## Program Site

This site is designed to give major residential programs their own sites with direct communication and fundraising capacity. This sites are intended for units with a physical address.



## Metro Area Site

Multi-corps sites are intended for divisional or area commands. These sites allow administrators to select multiple locations to be linked to their site and displayed on a map on the homepage.



# DIVISIONAL QUICK-START GUIDE

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Important steps to setting up your divisional and metro area websites

# DIVISIONAL QUICK-START GUIDE

## OVERVIEW

### CREATING YOUR DIVISIONAL WEBSITE

Symphony’s “no-code” infrastructure makes it a powerful platform in the hands of any local unit. But what about divisional web staff who here hired because of their HTML skills, or advanced header JS snippets for retargeting pixels? The Central Territory’s iteration of Symphony has solved for both.

We’ve enabled a HTML toggle bottom on all metro unit sites (the site type your divisional site utilizes). This enables you to create more dynamic landing pages for your ministries grid and more. For example, compare the territorial website’s Cure Hunger landing page with a local unit landing page:

- <https://usc/cure-hunger>
- <https://migration.salvationarmy.org/seed-content/cure-hunger/>

#### **A few things to note when enabling HTML on pages:**

- These pages following the Bootstrap 3 framework. You can utilize its CSS scaffolding to utilize Bootstrap breakpoints, creating columns and rows that are create dynamic mobile responsive features. Another practical feature is hiding images for mobile on text heavy pages ( class=“hidden-xs”). If you are unfamiliar with Bootstrap, view the documentation: <http://getbootstrap.com/docs/3.3/>. Training opportunities will also available.
- Avoid creating one-off code snippets. It is important that we create a network of sites in Symphony that all look and feel like one site. We are establishing a repository of code snippets, <https://codepen.io/USCdigital/>. You’ll be able to grab snippets, like a full width row with an image, or even entire page templates from this link. This will help you work efficiently within the constructs of our new web aesthetics.
- The HTML toggle is available on all multi-unit sites. If you create multi-unit sites within your division and make a local unit responsible for maintaining that specific site, they should use the built-in page modules. Toggling the HTML feature on will override the built-in page modules.
- If you up need to upload images to add to your HTML, the easiest thing to do is pull up the media library in an additional browser window, [https://migration.salvationarmy.org/\[URLALIAS\]/admin/media/image](https://migration.salvationarmy.org/[URLALIAS]/admin/media/image). When you click on your desired image, a link will appear in the right sidebar, click that. It should open your image in a new window with an Amazon Web Services domain. That is the link you’ll want to use in your HTML (example: `<img src=“ https://s3.amazonaws.com/usc...”>`)

**Historically you’ve requested new sites from THQ, who’d rely on IHQ to spin-up in new Webmanager websites, often taking up to several days. Within the Symphony Framework you will now have the ability to spin up sites real-time based off GDoS location. There are a few things to consider when**

# DIVISIONAL QUICK-START GUIDE

## NEW SITES

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### SYMPHONY SITE STRUCTURE & NAMING CONVENTIONS

Symphony has the ability to host three different types of sites – each with a slightly different structure and purpose. From a user perspective, these different site structures will help us funnel users down to their local Salvation Army.

The following guidelines are written with our public audience in mind, to ensure that how we structure and name our sites aligns with how they will be searching for us. We must lead with public-friendly names and descriptions that will have meaning to our users so that they can navigate our sites and find the information they are seeking.

### SITE STRUCTURES

When you are ready to create a new Symphony site, you'll need to first decide which type of site is most appropriate.

**All of the site types need to be linked to a physical address with a GDOS entry.** Each of the site types also has the ability to create and link pages. Pages should be used for any program or content without a physical address and GDOS entry.

Use the following definitions to guide you:

- **Metro Area** – All DHQs should be set up as metro area sites because they represent a geographic area with multiple worship and service centers. In addition, geographic metro areas (i.e. Chicago, Twin Cities, Kansas City, etc.) with multiple worship and service centers, or regions served by an Area Command should be set up as a Metro Area site. These geographic metro areas and Area Commands will be listed among the locations on the DHQ Metro Area sites, even though they will have the same technical site structure.
- **Traditional Units** – Traditional unit sites are meant for geographic areas with a single worship and service center. All traditional unit sites will be linked from the appropriate Metro Area or DHQ site. There are two types of traditional units:
  - Within a Metro Area, each of the individual worship and service centers is a traditional unit site, and will need added as such.
  - Traditional units that have a worship and service center, plus additional locations such as a housing facility, store(s), medical facility, program buildings, etc. Each of these additional locations would become a program site, linked to the traditional unit. For example, Rochester, Minnesota has multiple Salvation Army buildings, but only one worship and service center. The distinguishing factor is the singular worship and service center, which means it would be set up as a traditional unit site, not a metro area site
- **Program** – Program sites are just that – sites dedicated to programs that have a physical address. Examples are housing facilities, stores, medical facilities, program buildings, etc. Program sites should only be created for programs with a building or address. Alternately, pages would be used for any program that does not have a year-round address or location.

# DIVISIONAL QUICK-START GUIDE

## CREATING NEW SITES (CONTINUED)

### SPIN-UP OVERVIEW

To create a new symphony site, click “Create a New Site” button from the sites tab. There are 4 important fields to populate when spinning-up a new Symphony site. The numbers associated with each field are defined below.

The screenshot shows a form titled "Create a New Symphony Site" with the following fields and callouts:

- 1** points to the "Site Title" input field under the "Title" section.
- 2** points to the "Site Type" section, which includes radio buttons for "Traditional Unit", "Metro Area", and "Program".
- 3** points to the "siteUriAlias" input field under the "Uri Alias" section.
- 4** points to the "siteUri.salvationarmy.org" input field under the "Preferred URL" section.

Other fields include "Site description" and "Location Details" (with a dropdown for "Please select a Division" and a dropdown for "Please choose a GDoS Location to Map this site to"). A "Cancel" button is on the left and a "Save" button is on the right of the form.

### 1. SITE TITLES

Each site type – metro area, traditional unit, or program site – will need a title to identify the geographic area in which the site will serve. What you enter in this field will be the public-facing name of a location that displays in search engine results, the search feature on the Symphony for users, and the top of the location’s web page. The name that is entered here will have implications for how easily the site is able to be found, and how confident a user feels that they are in the correct location upon landing on the local unit site. For this reason, it’s very important that the title entered here is written for the general public and does not use internal lingo.

Due to the importance of this field and the need for consistency across the territory, THQ CRD has established the following business guidelines to help you determine the most-appropriate format to follow.

## **METRO AREA TITLES**

Division titles should follow this format: The Salvation Army of State(s)/Region(s)

Geographic metro areas and Area Commands should follow this format: The Salvation Army of City Name/County –OR– the City Name/County Salvation Army

## **TRADITIONAL UNIT TITLES**

Using the city, neighborhood, or street to describe a traditional Salvation Army unit gives those who live in the community important information about where a building is located. This is preferred to using internal building names like Citadel, Temple, etc., which do not have meaning with or provide these valuable location details to our external audiences. Use one of the suggested formats below to ensure that the name we list will mean something to the user.

- *City Name Salvation Army* (most common) – Ex: Dearborn Heights Salvation Army
- *Street Name Salvation Army or Directional City Name Salvation Army* (used only when there is more than one traditional unit in the same city) – Ex: West 7th Street Salvation Army or North Minneapolis Salvation Army
- *Neighborhood Salvation Army* (used only when there is more than one traditional unit in the same city AND the city is large enough that street names or directions are not a sufficient identifier of location) – Ex: Uptown Salvation Army

Secondarily, the internal name referenced on building signage should be indicated as a subheading (ex: Citadel, Temple, etc.).

## **PROGRAM TITLES**

Use the simplest form of the public program name. For example: Good Samaritan Clinic, Kroc Center, Harbor Light Center. If the program name is too vague and does not indicate what type of services are provided, adjust to be more descriptive. For example: Instead of Booth Manor, use Booth Manor Senior Housing which is more descriptive of the actual services provided.

## **2. SITE DESCRIPTION (FOR ALL SITE TYPES)**

Every site, regardless of type, needs a unique site description. While it will not display to the users anywhere on the public-facing site, it is extremely important for optimizing how easily it will be found in search engines and where it will rank in search results. The unique description you write here needs to accomplish the following:

- Be written using only public-facing terms and avoiding all internal lingo
- Get as specific as possible about the areas served by this location/site
- Give a brief overview of the types of services provided here
- Include any other details that can help separate this site from the others you are creating

### 3. URL ALIAS

For all site types, the URL alias field determines the term or terms used in the unique URL for the site's landing page. The URL alias should align with the site title.

Just like the site title, it's very important that the term or terms entered here are written for the general public and does not use internal lingo.

### 4. PREFERRED URL

For this field, append your URL alias to migration.salvationarmy.org. Your entry should be migration.salvationarmy.org/URLalias, without "http://" or "www." (Real site example: If your URL alias is dearbornheights, the preferred URL field would need to say migration.salvationarmy.org/dearbornheights.)

Upon site launch, THQ will map this preferred URL entered by you to the centralusa.salvationarmy.org domain. Once mapped, the site will reside at centralusa.salvationarmy.org/URLalias. This will be your public-facing URL. If you have separately purchased a short URL for the site, you can choose to publicize the purchased URL instead.

## ADDING LOCAL USERS

Your division's sites are indexed on your sites tab. Simply click the plus icon next to any site to add/remove users from that site. It will be your responsibility to maintain user permissions within your division.

## EMBEDDING CUSTOM FORMS

Symphony does not have integrated forms within the content management system. Divisional web staff will be added as users to a enterprise-level Wufoo account. Each division will have one seat in the enterprise-level account, with the ability to create unlimited forms and reports. Additionally, Territorial web staff will have the ability to push master forms to each of your sub-user accounts.

The immediate application of Wufoo will be duplicating the Contact Us form for every site that is created in Symphony, editing the notification email to match the local admin (as well as yourself), and embedding it on the Contact Us page. These forms utilize the Symphony's CSS with will seamlessly match the aesthetic of our sites.

Should the need arise to support local units with more pointed forms Wufoo is the solution (basketball leagues, event feedback, etc.). The Eligibility module can also point do a Wufoo form, if desired (see page 31).

A Wufoo training webinar is scheduled for May 9, which will be recorded and distributed. Additional training can be scheduled as the need arises.

**NOTE:** Wufoo is also the interim solution for "hear more from this community" button in the giving toolbar, until the permanent Salesforce Marketing Cloud solution is out in place. Territorial web staff will manage this form.

# CONTENT BEST PRACTICES

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## Importance of Website Content: More Than Just Words on a Page

When a website is created or transitioned, there are two primary considerations – the framework (technical set up and the design) and the content. While many people put a large emphasis on the framework during development, they simply copy and paste their former content into the new framework and consider it done. In reality, recycling old content is a huge disservice to both your audience(s) and your future site performance.

## Content: The Foundation for Search Engine Optimization (SEO)

Content is a key element that determines how easily your website is found in search results and how simple it is to navigate by a user once they are on your site.

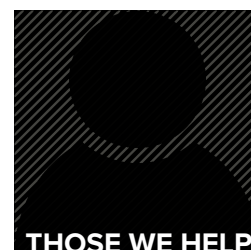
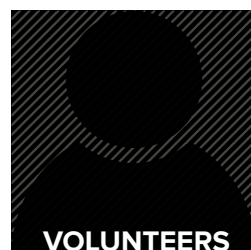
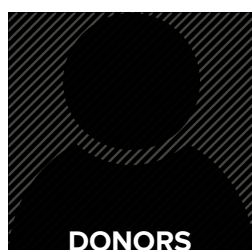
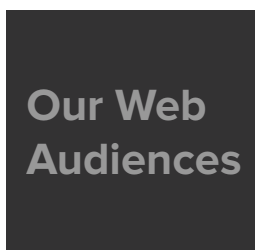
When developing content, keep in mind that its primary role is to clearly and effectively convey information to users within your target audience(s).

All content must be well-written, accurate, and easy to understand and navigate. If you take the time during content development to ensure these foundational principles are met by building quality content from the ground up, your website will perform well over time.

## Getting Started: Know Your Audience

Before writing your first word, you should define your primary audiences. At The Salvation Army, our primary target audiences online are donors, volunteers, and those who need help or who connect others to help. Secondary target audiences may vary page-by-page, depending upon the content topic itself.

Once you know who you are targeting, put yourself in their shoes. Imagine what questions they may have, what information will be most important to them, and what keywords they may use when searching for the information. Then, use that perspective to inform your writing. Writing to an audience improves their ability to find your website easily in organic search (Google, etc.). It also improves their experience once on your site.



## Writing for Web Optimization: 6 Principles

Help users find and engage with your website more easily by developing web content that is:

- 1. Appropriately categorized (timeless vs. dated)** – Appropriately categorizing content as it's created will help establish a website that's easily maintained. Pages are meant to hold static content and should have a long shelf life. Page content should be written so that it's true any time of the year, to the fullest extent possible, and won't be outdated easily. Omit or write-around details that will need changed frequently, such as using a job title and phone number as a contact instead of an individual's name to future-proof for turnover. Dated content – i.e. stories and events – should be used in scenarios where information will become outdated quickly, such as writing about progress toward a goal or sharing an individual's point-in-time story. Because dated content displays on the website according to publish date, it does not need maintained.
- 2. Conversational** – Write all content in the way you would describe the content to a friend. Use “we” to speak from the perspective of The Salvation Army. Assume the individual does not know The Salvation Army as well as you do. Your audience is the public (i.e. donors, volunteers, or those who need help or who connect others to help), and it's your job to help them understand us and why we are relevant to them.
- 3. Succinct** – Limit words to only those necessary to relay the information. Content that is longer or contains larger text blocks can deter users from finding the key pieces of information they seek. Within dated content (i.e. stories and events), there is an appropriate use of long-form writing for in-depth topics that are of high interest to your audience. Good writing for web avoids run-ons and hard-to-read, compound sentences. Write a sentence, then reread it and determine if there is a more simplified way to say the same thing.
- 4. Quick to the Point** – Your first 100 words have the biggest impact on how you'll display in search results, particularly in dated content (i.e. stories and events). They are also your best opportunity to draw a user in to engage for longer periods of time. Your first paragraph should draw the reader in and relay the key point(s).
- 5. Without Jargon** – Write so that your content can be understood by anyone, including those with little or no knowledge of The Salvation Army. This includes recognizing and avoiding internal lingo. For example, the word “corps” doesn't have inherent meaning to the general public and should be avoided. Favor a term like “worship and service center” instead, which describes the two functions of the unit within the name. Writing without jargon also means avoiding the use of acronyms whenever possible, and defining them upon first reference when their use can't be avoided.
- 6. Easy to Scan** – Use headers within text (both on pages and in dated content) to guide users and break up paragraphs. Well-written headers are short, easy to scan, and drive individuals to keep reading.

### Dated Content: Quality Means Delivering Value

In order to write and share content that users want to engage with, it has to have inherent value. This means knowing who your audience is and what is valuable to them, then writing with that in mind. For example, instead of using our dated content to tell people we are a church, act as the church and provide readers with devotionals, guided prayers and spiritual leadership. Instead of telling people we are a place to volunteer, show them small ways to add volunteering to their lives at home, like taking a food basket to an elderly neighbor. Content does not have to be about us directly to benefit our organization. When we view our role as helping to build the church body or to build a selfless, giving community, we realize people don't have to be inside our doors to join forces with us. This type of content helps people see us as an organization that they *want* to be aligned with. That's where long-lasting partnerships begin with donors and volunteers.



# CONTENT BEST PRACTICES (CONT.)

## Common Salvation Army Jargon/Terms to Avoid

The preferred, public-friendly replacement is provided in parenthesis.

- Corps (**Worship and service center**)
- Canteen (**Mobile kitchen**)
- Officer (**Administrator or pastor, based on context**)
- TSA (**The Salvation Army**)
- EDS (**Disaster relief or disaster services**)
- Victims (**Survivors**)
- Client (**Guest/participant/resident**)
- Human services (**Social services/assistance**)
- ARC (**Adult Rehabilitation Center**)
- The needy (**People in need**)
- Thrift Store (**Salvation Army Store or Salvation Army Family Store for first reference, then store or thrift store thereafter**)

## Developing Interesting Content: Showcase Perspectives

Unless you have a full staff of writers – which you probably don't – you need help with content creation. Look first to those who are already creating content and ask permission to re-purpose it for website use.

Some examples of natural content creators in The Salvation Army are our officers/pastors who write sermons every week, our case workers who write reports including accounts of helping others, disaster volunteers who are reporting back to leadership from the front lines, etc. You can also guide volunteers, donors, or those helped to share their perspective by utilizing different storytelling formats, such as a Q&A.

Anytime you're re-purposing content written by others, it will need edited for website use. Leave the content perspective as their own (ex: an account from the perspective of a case worker), just shorten, rearrange, and edit to enhance how it will be received by readers. Be sure to attribute the content to the writer in a byline, so the audience understands whose perspective they are reading. Use names when possible, but names are not a key factor in whether or not the resulting story will be good or well-received.

Just like every perspective is different, so are your website readers. Offering a variety of perspectives helps us appeal to a broader base audience.

## Other Factors that Affect SEO

- 1. Direct Traffic** – The number one search ranking factor is direct traffic to your website. Utilize your multichannel marketing tools (email, social media, publications, digital advertising, standardized email signature lines for staff, etc.) to drive users to your website at every opportunity. A strategy to increase direct links to your website will help boost your search engine ranking.
- 2. Duplicate Pages/Unique Content** – Webpages are considered duplicate if they contain identical or nearly identical content. When search engines evaluate a page for uniqueness, all page elements are considered including the menu, header and footer structure. This means that the body content itself needs to make each page stand apart from the others on your site. Excessive duplicate content across pages may confuse search engines as to which page to index and prioritize in search results. This may lead to traffic loss and poor placement in search results. Avoid using pre-written blocks of body copy wherever possible. Avoid abstract content and generic statements like, “We provide valuable meal supplementation.” Use everyday language and get specific for the area and audience the page is intended to address.<sup>1</sup>
- 3. Links and Related Content** – Having quality, related links that guide users to additional content on your site improves the user experience and positively impacts SEO, as well as site analytics. Content creators, like you, should have a broad understanding of the road map of your website and set users on a path. As you write, think about other content on your site that may be relevant to the page or dated content (i.e. stories and events). Hyperlink descriptive text within a sentence instead of using generic terms like “click here” or “learn more” to help the user understand what’s next in the path.
- 4. Consistent Publishing** – Websites that publish dated content (i.e. stories and events) on a regular basis are regarded higher in search engine results – plain and simple. You don’t have to publish daily, but you do need to publish regularly. Create a content plan and stick with it, even if it just means publishing once a week in the beginning.
- 5. Low Quality Content** – Web pages containing fewer than 200 words are a signal of low quality content to search engines. <sup>1</sup> *Warning:* Do not interpret this as, “Take more words than necessary to describe a subject matter.” You still need to be succinct and discerning in the way that you write for web. If you don’t have 200 words worth of quality, value-added text to support a stand-alone page, it may need to be grouped with other like content, or left out altogether.
- 6. Short, Unique Titles** – Generally, using short titles on web pages is recommended. However, titles containing 10 characters or fewer do not provide enough information about page content and limit your potential to show up in search results by keyword. Write titles that are between 11 and 75 characters. Using more than 75 characters may result in search engines truncating the title. Duplicate titles also make it difficult for search engines to determine which page is most relevant in a search and should be prioritized. Use unique titles to distinguish pages.<sup>1</sup>
- 7. Original, Sized Images** – Whenever possible, use original images over stock images. Scale your images to the actual display size before uploading. Larger than necessary images can cause your website to load slowly, especially on mobile devices. Load times slower than 3 seconds are likely to trigger the user to abandon your site.<sup>1</sup> Slow site load times can also impact SEO.

# LOCAL QUICK-START GUIDE








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Important steps to setting up your divisional and metro area websites

# LOCAL QUICK-START GUIDE

## OVERVIEW

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 Home
 Manage Stories
 Manage Events
 Manage Landing Pages
 Manage Ministries
 Ways to Give
 Advisory Board

The following section will walk you through the basic modules of your traditional unit, program or metro area site. The basic parts of your site are: your homepage, your stories, your events, your landing pages, your ministries grid, ways to give, and advisory board. All of these compartments are explained below.

In addition to this Quick-Start Guide, you will see help videos within the content management system. Many of these videos were created by the Western Territory, but still apply to our territory's iteration. To view these videos as a collection, visit: <https://vimeo.com/user27561054>. Central Territorial web staff will produce any additional videos addressing specific Central Territory-only functionality.

If you're looking for tips on content, read the Content Best Practices section, pages 15-18.

# LOCAL QUICK-START GUIDE

## YOUR HOMEPAGE

Depending on your site type your home page will have different modules (see page 8 for page types). Your division has assigned your Symphony site a site type. Refer to the guide to the right to see what modules your home page will utilize. The CMS is extremely intuitive and should need no further documentation.

### There are 10 modules that make up traditional unit site type home page:

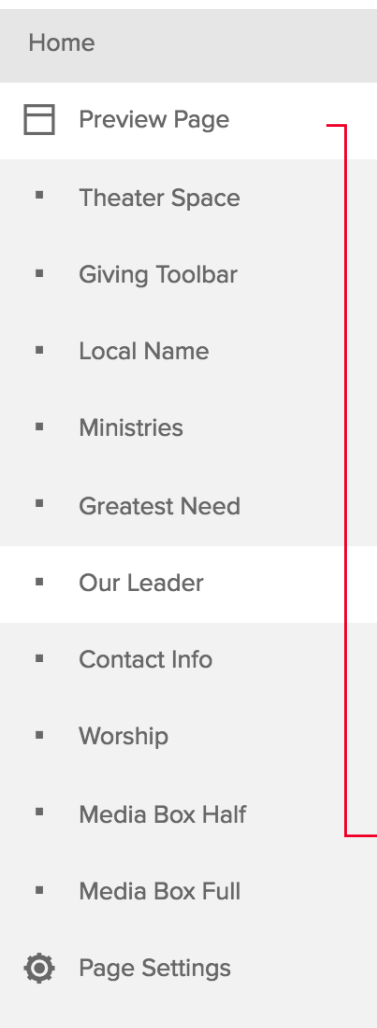
1. Theater Space
2. Giving Toolbar
3. Local Name
4. Ministries
5. Greatest Need
6. ***Our Leadership***
7. Contact Info
8. ***Worship***
9. Media Box Half
10. Media Box Full

### There are 11 modules that make up program site type home page:

1. Theater Space
2. Giving Toolbar
3. Title Area
4. Ministries
5. Greatest Need
6. ***Testimonial Box***
7. ***Our Vision***
8. ***Eligibility***
9. Contact Info
10. ***Hours of Operation***
11. Media Box

### There are 7 main modules that make up metro area site type home page:

1. Theater Space
2. Giving Toolbar
3. Local Name
4. Ministries
5. ***Local Sites***
6. Greatest Need
7. Media Full box



This is screenshot of the left side bar, indexing all the modules of a traditional unit site

As you work to populate your home page, click “Preview Page” to see your progress. You can also click the screen icons in the top right to emulate different devices, your site will look great on any device! Click the dark browser with arrow icon to open your page in a new window.



# YOUR NEXT STEP...

---

## The Big Decisions:

1

**Your Ministries** - We define a ministry as any service that you offer to the public. You will inherit 12 territorial ministry grid items. All programs in the Central Territory should fall into these 12 categories. Learn more on page 23.

2

**Your Leadership** - This section describes the function of a location's officer & it uses common language across every site. Learn more on page 24.

3

**Your Advisory Board** - Introduce your community to your advisory board members in this section. Learn more on page 25.

4

**Your Contact Information** - Determine what email and phone number people should use to connect with your corps or program. Learn more on page 26.

5

**Your Best Work** - At the bottom of your home page, there is a space to feature photo or video. Think through what pieces are the best representation of your local area. Learn more on page 26.

6

**Your Social Media** - At the bottom of every site, there are social media links in the footer. You can link to local or national accounts here. Learn more on page 27.

7

**Your Analytics** - Analytics are the basic tracking of your website data. This will typically happen at the territorial and divisional level. Talk to your divisional web staff for feature access. Learn more on page 27.

## The Seasonal Decisions:

8

**Your Theater Space** - The theater space is the section of your website at the top of your homepage. Think about what you'll want to promote during the month of August when your site launches. Learn more on page 28.

9

**Your Greatest Need** - The Greatest Need section appears in the middle of your homepage. It's the space you can use to let people know what your corps needs the most. Learn more on page 29.

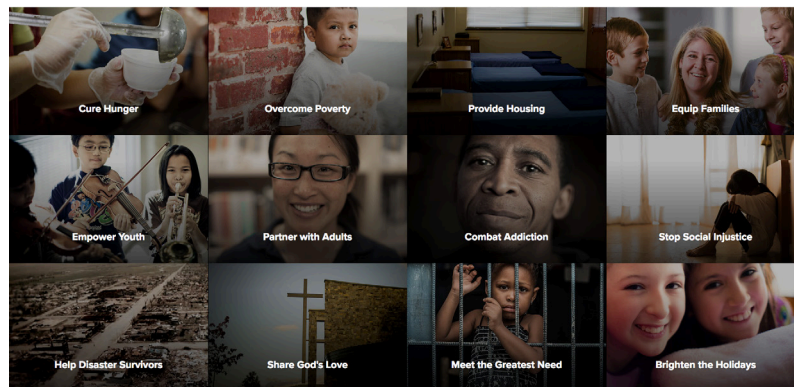
10

**Your Events** - Think about what events are coming up. From after school programs, to annual galas every event that's open to the public can be featured on your website. The new events module will accommodate one time and recurring events. Learn more on page 30.

# YOUR MINISTRIES

We define a ministry as any service that you offer to the public, whether it be a social service or a spiritual service.

Each tile represents a group of programs, or in some cases, single programs. We believe all programs in the Central Territory fall into the 12 categories below. Inventory your local programs and how they fit each grid item. Use the landing pages of your grid items to talk about how you “Cure Hunger” in your service area (i.e. Food Pantry, mobile food trucks, etc.). Rarely will you need to add items to the grid. Here are several scenarios where it makes sense to unpublish certain grid items. For example, if you’re creating a program page for a shelter and don’t offer seasonal assistance, consider removing “Brighten the Holidays”.



Remember that most of your website visitors will be coming for the first time - so write everything in layman’s terms. Each tile should link to a ministry page where you can describe the program(s) in detail.

## What do I need to do?

- 1 Take inventory of your divisional or local programs and assign them to their applicable ministry grid title
- 2 Local, corps-specific photos are suggested, but if you do not already have images to illustrate your ministries you can choose one that best illustrates the highlighted ministry from the branded content library that is available to you in Symphony

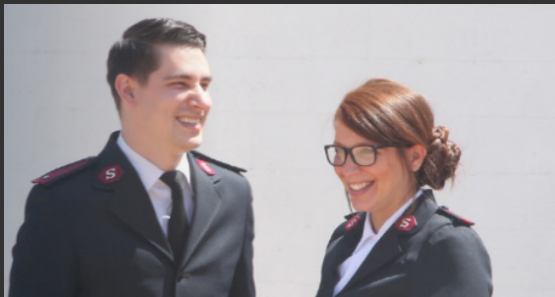
- 3 The pages are spun up with “help text”, giving you some tips for creating content on your pages. Your Symphony site isn’t ready to advertise without first editing these pages. These pages should be localized for every location. For example, if your location offers after school programs, use space on your “empower youth” page to talk about your program

# YOUR LEADERSHIP

---

This section describes the function of a corps officer & it uses common language across every site. While you can't change the copy, you can change the picture of your local corps officers. Try to use a picture that's candid and shows the heart of the officer. While you are encouraged to use your own local photo, it is OK to continue using the generic photo that comes preset on your new site.

Here's an example of a  
great photo:



Here's an example of a  
not-so-great photo:



## What do I need to do?

**OPTIONAL:** High quality photo of your corps officers in uniform. Use the photo above as your guide. Please do not use cell phone photography of any kind for this section. If you do not have a professional candid photo, please use the default image.

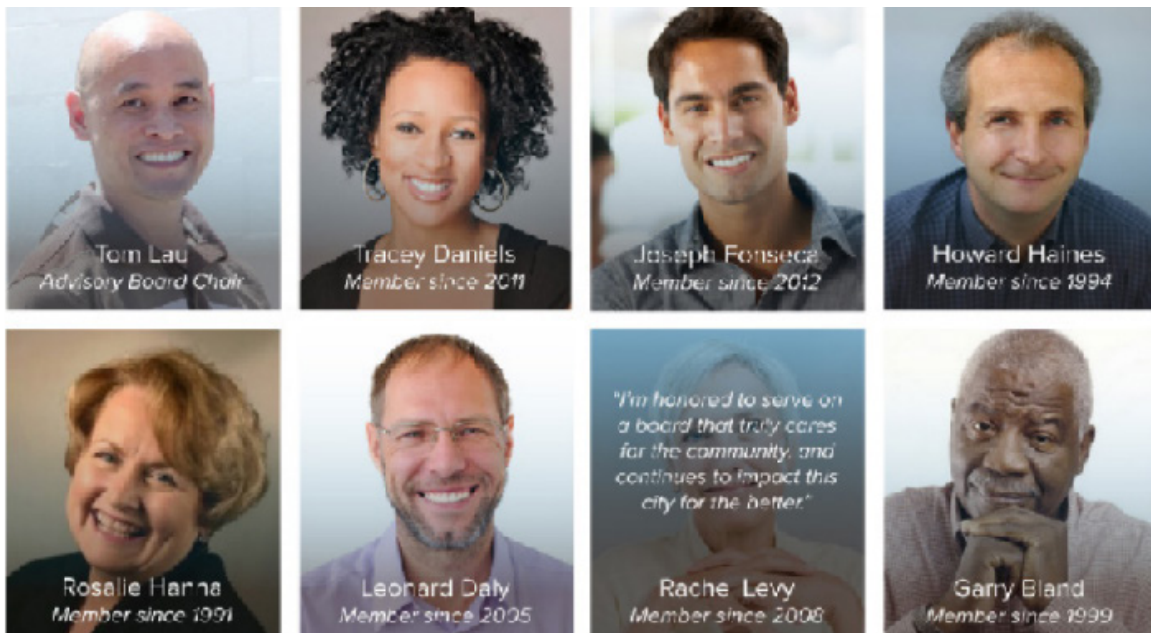


# YOUR ADVISORY BOARD

---

The Advisory Board feature can be toggled on/off in Symphony. If you don't have an Advisory Board, or need more time to populate this feature, toggle off Advisory Board under the Pages tab, the top icon in the left sidebar of Symphony.

If you have an advisory board, we highly recommend scheduling a time to take photos of them at your next board meeting. From this set of photos you can create a full advisory board page.



## What do I need to do?

- 1 Full names of advisory board member
- 2 The year each member joined the board
- 3 Any role a member has on the board ( Head of Property Committee, etc.)
- 4 A quote from each member about why they serve on the board
- 5 A portrait of each board member

# YOUR BEST WORK

---

At the bottom of your home page, there is a space to feature a photo or video. Think through what pieces are the best representation of your local area. The video doesn't have to be specific to your location, but if you have a local video, it can go in that featured space.



The Salvation Army is different in every local community  
because every local community is different.

## What do I need to do?

- 1 Choose a high quality, local image or video to showcase at the bottom of your homepage.
- 2 If you do not have a local video or image that you would like to use, feel free to chose from our branded content or search the Salvation Army National YouTube URL

# YOUR CONTACT INFORMATION

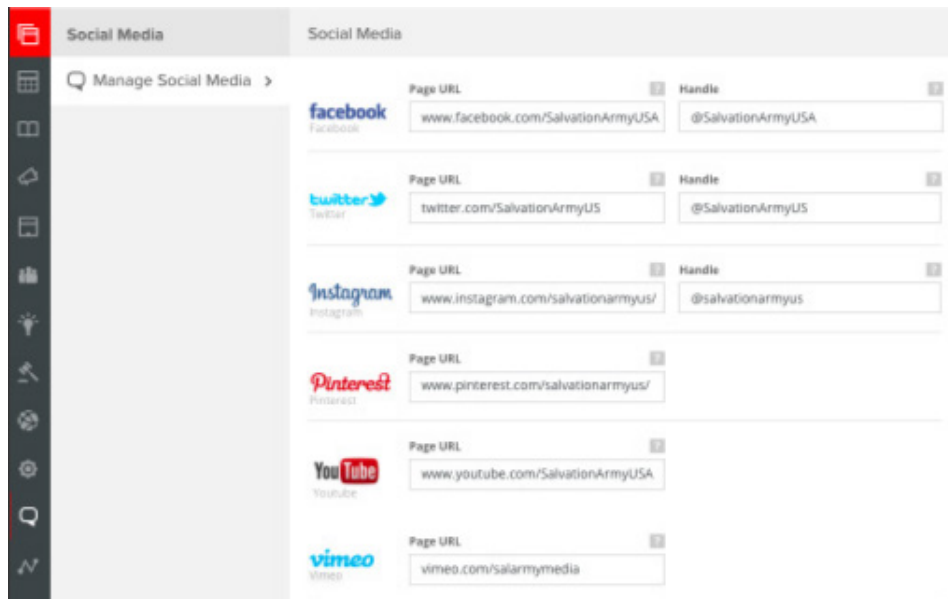
---

Determine what email and phone number people should use to connect with your location or program. Make sure this is not someone's personal cell phone or personal email. This contact info should connect users to a real person who can respond to their inquiry within 24 hours.

# YOUR SOCIAL MEDIA

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Each site will link to national social media accounts by default. Update your site's social media settings to link directly to your social media accounts. If you do not have a particular account, please leave the links defaulted to national.



# YOUR ANALYTICS

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Every Symphony site will already have Central Territory Google Analytics (GA) installed by default. Furthermore, your divisional web staff may intend to monitor your local sites through their GA accounts and provided reports to you. However, you also have the ability to add additional GA tags in the Analytics tab. If monitoring web traffic is a new concept for you, please visit [google.com/analytics](https://google.com/analytics).

# YOUR THEATER SPACE

The theater space is the visual section of your website at the top of your homepage. It's what users see first when they land on your site. This space can hold up to 6 different promotions. But we suggest only promoting 3 items most times of the year (except Christmas). Think about what you'll want to promote during the month your site launches.



## What do I need to do?

- 1 Create slides for each promotion that you would like to showcase in the theater space
- 2 Choose a high quality, local image that illustrates your promotion. If you do not have a local image that you would like to use, feel free to choose content that best illustrates your promotion from the branded content library available in Symphony
- 3 Write a short, clear description for each promotion
- 4 Write button text for each promotion
- 5 Create a landing page for each promotion. You will link to this page from the promotion's slide in the theater space. Alternatively, you can link to an event, story or any other page on your website

# YOUR GREATEST NEED

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The Greatest Need section appears in the middle of your homepage. It's the space you can use to let people know what your corps or program needs the most. This section can be changed as frequently or as infrequently as you need.

THE GREATEST NEED RIGHT NOW IS  
**UTILITY ASSISTANCE**

MEET THE NEED

## What do I need to do?

- 1 For this section, you will need to determine what the area of greatest need is for your community - from socks to bedding to canned goods and beyond - let site visitors know what is in demand at your corps
- 2 Write your button text
- 3 Link button to specific donation page, if applicable. It is important to honor donor intent, link to a specially tracked Classy donation form for this use

# YOUR EVENTS

## EVENTS

### 2016 KETTLE KICKOFF

April 12, 2016 | 12:00PM - 4:00PM



Vestibulum ac, dui lobortis nibh efficitur feugiat. Etiam pellentesque aliquet vel, nisi cursus duis dictum sit amet. Class aptent tacit sociosqu ad litora sequitur per orna nuda nostra, per inceptos forenseos. Phasellus in purus et turpis lacinia gravida sagittis vitae tempus. [View](#)



#### THANKSGIVING FOOD DISTRIBUTION

April 01, 2016 | 10:00AM - 12:00PM  
Windsong Circle, Aurora, CO



#### THANKSGIVING FOOD DISTRIBUTION

April 01, 2016 | 10:00AM - 12:00PM  
Windsong Circle, Aurora, CO

### Upcoming Events

Apr 10 Title of this event  
10:00AM - 12:00PM  
[City Heights Concert](#)

Apr 10 Title of this event  
10:00AM - 12:00PM  
[City Heights Concert](#)

Apr 10 Title of this event  
10:00AM - 12:00PM  
[City Heights Concert](#)

Apr 10 Title of this event  
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[City Heights Concert](#)

Apr 10 Title of this event  
10:00AM - 12:00PM  
[City Heights Concert](#)

Apr 10 Title of this event  
10:00AM - 12:00PM  
[City Heights Concert](#)

Think about what events are coming up. From after school programs, to annual galas, every event that's open to the public can be featured on your website.

## What do I need to do?

- 1 For this section, you will need a list of all upcoming events
- 2 Create an event page for each upcoming event. Include date, time, description, location, cost and contact information for each event
- 3 Create button text, and use the button located on an event page to link to any platform you may be using to sell tickets, recruit event volunteers, etc.
- 4 Choose an image that illustrates your event to site visitors. If you do not have a local photo, feel free to choose an image that best illustrates your event from the branded content library available in Symphony

# ELIGIBILITY REQUIREMENTS

The image shows a CMS interface for configuring an 'ELIGIBILITY GUIDELINES' module. The interface includes a 'Requirements' section with a text input field containing 'Valid Driver's License'. Below this is a preview of the front-end output, which displays the heading 'ELIGIBILITY GUIDELINES', a list item 'Valid Driver's License', the text 'Apply for yourself or a loved one.', and a red 'Apply Now' button. A red line points from the 'Apply Now' button in the preview to the text 'In CMS Front-End'.

Ministry landing pages have the ability to enable an Eligibility Guidelines module. A practical application of this module would be for “Cure Hunger”. In this scenario, you would create any requirements, such as (as valid ID), and link the apply button to either a file download (preferably PDF) or an external link. Your divisional web staff do have the ability to create forms on your behalf. Reach out to your divisional web staff to discuss further possibilities.

This module can be toggled on/off. It isn't applicable in several scenarios where you will be using a ministries grid item to index several services. For example, “Empower Youth” might talk about after school programming, camps, basketball leagues and other programs.

## What do I need to do?

- 1 Determine if you need to display eligibility requirements for a program.
- 2 Add all eligibility requirements for a program to this section on your site.
- 3 If your program does not have eligibility requirements, turn this function off.



DOING THE MOST GOOD  
UNITED STATES CENTRAL

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