



SSCF Vital Signs Report

Project Demo

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Outline



- Envisioned opportunities
- Key Experiences
- Who is this for
- Wordpress Demo
- Wordpress Content Structure
- Wordpress Theme & Customization
- Wordpress Plugins
- Questions



Envisioned Opportunity

- Modernizing the SSCF's Vital Signs Report to be a dynamic, interactive experience
- Organize the experience to motivate viewers to donate and/or spread what they learned



Key Experiences

1. Exploring issues related to local communities
2. Finding relevant stories by filtering through region, focus area, and type (community impact stories, long-form, etc)



Who This Is For

Northstar Users:

1. Donors
 - Encouraging new viewers to donate
 - Retaining/rewarding existing donors
 - Demonstrating impact of their donations
2. Policy Makers & Researchers
 - People who are influenced by data and research
 - Need fast way to collect relevant information

Carryover Users:

1. Charity Organizers
 - Looking for the impact of their work
 - Researching where to focus their efforts
2. Charity Workers
 - Same benefits as organizers



Demo Time!

root-loot.softsys.ca





Wordpress Content Structure

- We decided to lean on Wordpress's built-in post structure
 - Extended on this with custom taxonomies/tags
- Tried to minimize the number of plugins we used to keep things as simple (and cheap!) as possible



Wordpress Theme & Customization

- Picked a simple theme to get started
 - Lower priority for us because it's easy to change later
- Built to be easy to “hand off” to someone else, not too complicated



Wordpress Plugins

TaxoPress

- Allowed us to create “Regions” and “Focus Areas” as custom filtering categories
- Combines well with default Wordpress categories, tags, and post structure

Search & Filter Pro

- Allowed us to create a search option with our custom taxonomies from TaxoPress
- Supported infinite scroll



Wordpress Plugins - Paywalled

Sticky Menu (or Anything!)

- Pro version would allow us to keep the Donate call-to-action at the top of the page
- Cost: \$40 for lifetime access

User Submitted Posts

- Pro version could make an easy-to-use form for any SSCF employee to add and edit content without going into the Wordpress dashboard
- Cost: \$50 for lifetime access
- Alternative could be WPForms, but it costs \$50/year



Thanks For Listening!



Questions?