

WordPress for Nonprofits

11/14/2019

<admin>

slide 3

<plugins//when>

slide 5

<plugins//how>

slide 6

<plugins//which one> free vs paid

slide 7

Typical Fee Structures:

One time fee

Purchase once, use forever. These are more rare, and also may not come with support.

Recurring

Pay monthly or annually. These should include access to some type of help desk.

Add-on/"Freemium"

The base plugin is free, but the functionality that will fulfill your use cases is available as an add-on for some amount of money. This may be recurring or one time. Find every add-on that fulfills all your use cases, then take the sum of all those costs to compare against your budget.

<plugins//which one> plugin overview page slide 8

Check out these fields on the plugin overview page on the official wordpress.org site

- **Active installations**
- **Last updated**
- **Reviews**
- **Owner**
- **Support/FAQ/Screenshots**

LINKS

Wordpress.org Plugins (<https://wordpress.org/plugins/>)

<plugins//which one> plugin deep dive slide 9

[In general, you don't need to install the plugins with the most features -- just the plugins that actually fulfill your use cases.]

<plugins//our hot takes>

slide 10

LINKS

Super Socializer (<https://wordpress.org/plugins/super-socializer/>)

Yoast (<https://wordpress.org/plugins/wordpress-seo/>)

Formidable (<https://wordpress.org/plugins/formidable/>)

Redirection (<https://wordpress.org/plugins/redirection/>)

<backups>

slide 11

Hosted

Plugins

[Utilizing a hosting providers' backup service will be easy to set up and restore but comes with a cost. Using free plugins and managing backups yourself will take more effort on your part]

LINKS

Updraft (<https://wordpress.org/plugins/updraftplus/>)

We like security plugins that...

1. Warns you about abandoned plugins
2. Warns you about outdated plugins
3. Limit failed login attempts
4. Warns you when administrators login
5. Has option to blacklist computers from trying to login if they fail too many times
6. Are maintained by a large team

LINKS

Wordfence (<https://wordpress.org/plugins/wordfence/>)