## WordPress for Nonprofits

11/14/2019

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| <admin> | slide 3 |

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| <plugins//when> | slide 5 |

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| <plugins//how> | slide 6 |

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| <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.

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| <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**

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

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| <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. ]*

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| <plugins//our hot takes> | slide 10 |

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| 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/>) |

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| <security> | slide 11 |

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 Warns you about outdated plugins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

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

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| <backups> | slide 12 |

Plugins

Hosted

[ *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* ]

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

## <ten-forward resources>

WordPress Cheatsheet: [ten-forward.com/workshops/cheatsheet.pdf](https://ten-forward.com/workshops/cheatsheet.pdf)

Talk to us: [calendly.com/ten-forward/15min](https://calendly.com/ten-forward/15min)