



# Vieth Consulting, LLC

website services for organizations  
www.viethconsulting.com

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Grand Ledge, MI 48837  
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## Association Website Questionnaire

This questionnaire has been developed to be a starting point for people who are interested in having a website developed. Please take some time to think about the questions and give us your best answers. Thank you!

### I. General Information

Organization Name:

Domain Name (preferred): www.\_\_\_\_\_

Contact Name:

Contact Phone:

Contact Email:

### II. Goals

What are your goals in building a website (rank each on a scale of 0-5, 0 being of no importance, 5 being the most important)

	Promote Membership
	Promote Fundraising
	Improve Communication
	Further the organization's goals:
	Establish a web presence
	Experiment with web-based marketing
	Other:
	Other:

### III. Content

In this section, we'll determine the content of your website. Most sites for small and medium-size organizations are very simply structured. A single home page with general content that links to several content pages with

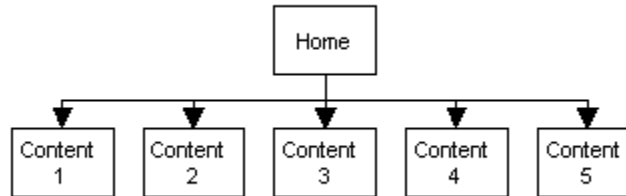


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more specific information. Here's a sample 'site-diagram' that illustrates this...



## A. Home Page

Home – the home page is the first part of the website that a visitor will see. It is important to have the home page focus on delivering information related to the primary purpose of the site. If the primary purpose is membership, it should focus on delivering a membership sales pitch...providing information on why a prospective member should get involved.

Vieth Consulting recommends making a homepage somewhat 'busy'. Include information on what the organization is, why the viewer should join/donate, what some of the current events/projects are. This can lead to the greatest chance of a first-time visitor finding something of interest, prompting them to learn more.

Vieth Consulting can take the information from this section (home page) and the following section (content pages) and make recommendations on what information to include in the home page and how it can be laid out to your advantage.

Most website home pages contain some basic elements. It's likely that your website will include:

1. Logo (supply to us in electronic form if possible)
2. Organization Name (exactly as you would like it to appear):

\_\_\_\_\_

3. Tag Line (a Slogan or Motto if available):

\_\_\_\_\_



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#### 4. Attention-Getter:

A primary section of the home page, promoting the organization or one aspect of it. It's often related to the tag line. Sometimes, a general description of the organization or a membership sales pitch will work very well.

What is the most important thing you want to communicate within your website?

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#### 5. Brief Description:

If not a part of the attention-getter, a brief description of the organization is included. Please include a brief description below or send separately.

#### 6. Additional Home Page Feature:

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### B. Content Pages

The content pages are where the more detailed information will be presented. To assist you, below are descriptions of some common content pages for organizations.

Please indicate the pages you would like to include in your site as well as any additional pages you have in mind.

#### *About Us / Profile (Yes/No?):*

This is where you can go into greater detail about your group. Some things to include might be:

- Purpose
- History/Famous Members
- Mission/Vision Statement/Motto/Creed
- President's Comments (sometimes nice as a separate page)
- Organizational Structure
- Recent projects/programs



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### *Contact Info / Membership / How to Join (Yes/No?):*

Allowing prospective members/supporters to easily contact you is important. The home page should have additional links (other than the navigation bar) to a "contact us" or "membership" page.

Vieth Consulting recommends a contact info page with a list of emails, addresses, and phone numbers so that people can contact you. The membership page should include a membership info request form. Offering the form makes sure you have a good chance of collecting sufficient contact information to follow up with a prospect. Information collected can automatically be added to the prospect list in the MMS (member database).

### *Online New Member Registration (Yes/No?):*

Our MMS system allows you to offer online member registration. This module is highly configurable, allowing you to pend members for approval, offer multiple membership plans, and more.

### *Newsletter (Yes/No?):*

For many organizations, presenting the current newsletter or a listing of links to past newsletters is desirable.

### *Classified Ads / Job Board (Yes/No?):*

With classified ads, you can allow members to submit ads to be presented on your website. This feature can also be restricted to the members area.

### *Board List / Staff List (Yes/No?):*

Presenting a list of staffers and board of directors can make it easy for your members and the general public to contact you. It can also put a human face on the core of your organization.

### *Calendar of Events (Yes/No?):*

This is included with your Membership Management System. It is a detailed list of the events going on in your group. At the bottom is a link to a calendar-format version of the same events.

### *Event Registration (Yes/No?):*



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Included with your Membership Management System, you can offer online registration for events such as conferences, conventions, and banquets.

### *Projects / Committees (Yes/No?):*

Including a list of the projects and committees within your association is a great way to let the public know what activities you're involved in. This can also be a way to interest members (and prospects) in participation.

### *News (Yes/No?):*

Publish news stories, links to news on other websites, or link to other documents and pages on your website. This feature can include an RSS feed.

### *Documents (Yes/No?):*

Presenting lists of documents on your website can be very useful. This might include bylaws, budgets (for transparency), political position papers, essays, Powerpoint presentations. Our MMS system provides an easy way to organize a large number of documents and the ability to present some documents to the public, or to hide them only for members eyes.

### *Photo Album (Yes/No?):*

A picture is worth a thousand words. But be careful what those pictures say about your organization! If you want to portray yourself as a fun, social organization; make sure you have pictures of people smiling and enjoying themselves in a social environment. If you want to look like a professional, business-like group; use pictures of people in meetings and seminars, pictures of well-dressed people.

### *Links (Yes/No?):*

Oftentimes, you'll want to link to sites of parent organizations, sub-groups, and other related entities. The benefit often is that these organizations will link back to you, potentially increasing your traffic.

### *Message Boards (Yes/No?):*

Our websites can include a message board (forum) that can be visible



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### *Members' Area (Yes/No?):*

This is a login screen that allows members and officers to access the Membership Management System.

### *Additional Content Page #1:*

### *Additional Content Page #2:*

### *Additional Content Page #3:*

## **IV. Promotion**

One of the most critical aspects of having a site developed is making sure that once your website has been completed, it will receive visitors or 'traffic'. It's a good idea to include your web address in your business cards, letterhead, brochures, newsletters, and other promotional materials. However, the primary way most people and prospects will find you is via search engines such as Google, Yahoo!, and MSN.

At a minimum, this involves registering your website with the free-submission search engines. This is a service included with your website development package. For most organizations, this will suffice. But for others, specifically if they have significant competition, it may be worth investigating pay-per-click advertising (example: Google AdWords).

The following are some questions that can help us determine the most effective way to accomplish the promotion of your website via search engines:

1. Who is the audience? List the types of people who would be looking for your organization's website. These might be prospective members looking for membership information, donors looking for more info on what you do, vendors & suppliers you work with looking for contact information, etc.

Describe your Audience:



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2. Name(s) of your Organization. Although this may seem obvious, what's needed here are the different variants of the name. For example, the Des Moines Jaycees might be searched for on the web as "Des Moines JC", "Des Moines Junior Chamber", "DMJC". All of these would be valid references.

Organization Names:

3. Search Phrases. These are the primary phrases that someone might use to find your organization. Think in terms of your audience, the focus of your organization, the services you offer, what people are searching for when they are searching for your organization. (Example: for the Des Moines Jaycees, some phrases might be "leadership training", "community service", "meet people", "have fun", "haunted house", "easter egg hunt", etc.)

Search Phrases:

4. Geographic Area. If your organization has a local focus, what word(s)/phrase(s) describe the area you service/represent? (Examples: Ingham County, Lansing, Michigan, Mid-Michigan, Spooner Street)

Geographic Area(s):



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### V. Style

In order to identify your design tastes, please indicate your preferences in the following categories.

Design Category (choose one)

Corporate  
Conservative  
Community-Minded  
Relaxing/Welcoming  
Technical/Digital  
Political/Patriotic  
Fun/Whimsical  
Hip/Trendy  
Playful/Childlike  
Other: \_\_\_\_\_

### Colors

Does your organization have specific colors?  
If so, what are they?-

If not, do you prefer Cool colors (blue, indigo, green)  
or Warm colors (red, brown, rust)?-

Navigation Bar (choose one)

Vertical navigation bar

Leaves room for lots of menu options, but takes up a lot more screen 'real-estate'. This approach is good for medium-size organizations with lots of small interest groups, divisions, sub-groups, etc.

Horizontal navigation bar

Leaves a very sharp-looking design. Typically, this is a safe choice for most organizations.

### Model Sites

A very effective way to determine what kind of style you want for your website is to search for similar organizations on the web and look at their websites. Pick the layouts, features, and visual elements that



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you find appealing and make a list of them. Think in terms of A) layout, B) colors, C) content/features, D) images, and E) ease of use

Existing websites that you like, and why:

- 1.
- 2.
- 3.
- 4.

### **VI. Materials to supply**

These are items to include that will make it easier for Vieth Consulting to develop your site in a timely and cost-effective manner.

At a minimum:

*Organization Logo (in electronic formats if available)*  
*Pictures*

If possible:

*Organization/Chapter brochures*  
*Flyers*  
*Newsletter*

### **VII. Costs for Development**

Costs for a website break down into three areas:

- A. Domain Name Registration (ex: [www.yournamehere.com](http://www.yournamehere.com))  
**\$10/year**
- B. Website Hosting/MMS service – this service provides space on a web server for your pages to reside as well as our Membership Management System that allows you to manage members, update your website, and more.  
**starting at \$50/month**
- C. Development Costs

This includes the graphic design of your website, initial setup and integration with the MMS. We have a variety of basic **packages**



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**starting from \$1200**, go to  
<http://www.viethconsulting.com/developmentoptions.php> for more  
details on these packages.

NOTE: If you have needs beyond existing MMS features, custom  
programming charges may apply. (Ask us for details)

### D. Custom Programming

If your website has unique features that require custom  
programming beyond what the MMS provides, this is billed at an  
(average) rate of **\$80/hour**.