

Sacramento River Preservation Trust Website - DRAFT

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Website Goals

1. Increase involvement of SRPT members in Sacramento River and SRPT issues.
2. Increase income for SRPT activities through increased membership, donations, merchandise sales and contributions through river trips and other events. .
3. Educate the public about Sacramento River issues and SRPT positions.
4. Enhance SRPT's reputation as an effective and influential organization.
5. Be easy to maintain and support.

Website Strategies and Objectives:

1. Create pages to support different fundraising activities
 - become a member
 - make a donation
 - buy merchandise
 - go on a trip
2. Provide resources to increase activism.
 - Link to a list of elected officials and explain how to effectively write to and communicate with them.
 - Link to a list of newspapers and provide information on how to write effective letters to the editor.
 - Provide action alerts on line. Explain how to cut and paste for personalization of letters.
 - Keep an archive of past issues.
 - Link to background material on different issues.
 - Create an email listserv and encourage members and activists to subscribe. Provide regular information to it and make it clear how it is to be used. Protect the subscribers from spam and less useful mail.

 - Provide information on upcoming important meetings with maps of how to get there and key issues SRPT hopes that activists will address at the meetings.
3. Show evidence of SPRT effectiveness.
 - Put strategic plan on line.
 - Archive articles about the organization.
 - Archive press releases the organization sends out.
 - Put up quotes about the organization by different leaders "What do people say about SRPT."

List board of directors and staff with links to their resumes.

4. Provide information supporting SRPTs position its top three goals.
 - Have a folder for each goal (e.g. meander zone, watershed protection and restoration, recreation?)
 - Provide background on why each of these goals are important
 - Provide separate folders for the priority strategies for each goal
 - Provide resources that will help the public understand the strategies and the the direction SRPT advocates pursuing.

Design Principles:

1. Create an architecture and design for the website that makes it easy to maintain and expand at minimal expense to SRPT.
 - Develop easy to use templates.
 - Create a site map which makes it is obvious where one can find information on an issue.
 - Create an archive of photos, graphics and templates that can be reused in the future.
2. The site is elegantly designed and technically sophisticated, enhancing both the efforts and the image of SRPT
3. Website is designed to be accessible on all browsers and operating systems so that everyone has access to the information presented on the web. This includes meeting disability standards for blind and visually impaired users.