48·48

PROVIDING STUNNING FREE WEBSITES FOR NONPROFITS

To Help Them Better Serve Their Communities

48in48
VISION

First impressions count. In fact, 75 percent of young donors are turned off by out-of-date websites. When you're out doing good, it's easy to lose sight of your online presence. Making sure that it's up-to-date, on brand, and speaks to your donors is time-consuming and cost intensive.

That's where we come in. We help nonprofits like you jumpstart their marketing efforts by building 48 websites in 48 hours. From writing the copy to designing your site to brand specifications, marketing and technology professionals volunteer and come together to set you up for success.

"

"It's worth putting time into something that will help you extend your reach to the larger community. You get so much support from the volunteers and working with them has been an awesome experience."

Shenice Willis
Favor House

WHAT'S THE CATCH?

While the actual site is free, the hosting, support, and maintenance of your site is not. Below is a breakdown of what we mean so you can get a better picture.

WHAT WE PROVIDE

- Professionally built WordPress marketing website where you keep your domain name

- Pre-event assistance to prepare for a WordPress website build

- Optional classes to coach nonprofits in digital marketing

- Limited support both pre and post-event

- Built-in ability to accept donations

WHAT'S NOT INCLUDED

- Complex website builds

- Edits or improvements to existing websites

- Hosting or maintenance such as daily security updates and plugin upkeep

- Unlimited support both pre and post-event

- A dedicated person who oversees website maintenance

ARE THERE ELIGIBILITY REQUIREMENTS?

Whether you're a standalone or an affiliate nonprofit, if you meet the following criteria, we want to help.

- Must be a local website, not national

- Under 3M in annual revenue

- Does not profit from religion or politics

- A dedicated person (1) to complete the coursework by the deadline and work with the volunteers for feedback during the event.

WHERE DO I START?

To get started on your brand new website, you must complete the application form and complete the required coursework. This helps the volunteers build the website to your specific needs.

We advise completing the coursework 2-3 weeks before your website build. This allows you to think through the design process, conceptualize your brand and core messaging, and learn how to use your new WordPress site to upload your content.

The coursework includes:

- Technical overview of WordPress
- Branding
- Content

2020 GLOBAL EVENT

OCTOBER 2ND - 4TH
100% VIRTUAL

HOW LONG DOES THE PROCESS TAKE?

The website build is first come, first serve. They're built in real-time (48 hours), **you must complete the coursework before the build weekend**. However, we strongly advise taking 2-3 weeks to think through the course work for optimal results. Doing so provides our marketing and programming volunteers with the necessary tools to ensure your success.

Remember, your website is more than just a brochure. It should be viewed as a long-term investment that will support your current and future marketing initiatives.

STILL HAVE QUESTIONS?

No need to worry, we have a dedicated member who will walk you through the process. We also have prescheduled calls throughout the training to answer questions.

WHAT HAPPENS AFTER THE WEBSITE BUILD?

After the build of your website, we give you a 30 day trial of our premium service ($90/month). Once the 30 days are up, you have the option to leave the platform or to stay with us by purchasing one of our service plans. Below is a breakdown of our service plans.

BASIC PACKAGE
($60/MONTH)

- Email support for "how-to" questions (this does not include support tasks)

- WordPress Core/Plugin Updates

- Daily off-site backups

- Weekly security scans (no cleanup)

- Video user manuals plugin

- Access to all of our premium themes and plugins

FULL SUPPORT PACKAGE
($90/MONTH)

- Unlimited Support Tasks (content or otherwise - must be 30 minutes or less per task)

- WordPress Core/Plugin Updates

- Daily off-site backups

- Weekly security scans (no cleanup)

- Video user manuals plugin

- Access to all of our premium themes and plugins

"We were thrilled with the volunteers that we were connected to. They were extremely knowledgeable, very patient, it was just kind of like a whirlwind experience, but I felt like I was in really great hands."

Sagdrina Jalal
GA Farmers Market

WHAT IF I WANT TO LEAVE THE PLATFORM?

Remaining on the 48in48 sites platform or moving to a hosting company of your own is up to you. Here are a few pros and cons to remaining on our platform:

PROS

Your site uses premium plugins, which require a yearly subscription. We cover the cost of those subscriptions for sites on our platform

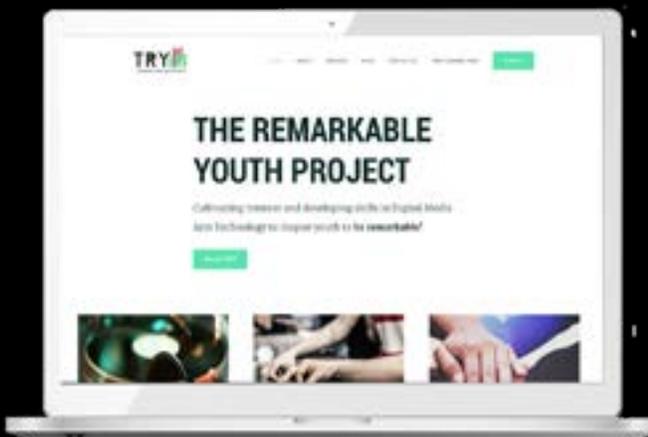No migration costs, you're already on our platform

48in48 provides support depending on your chosen plan

SSL Certification

CONS

The 48in48 website platform is a closed WordPress platform. This means that you cannot add any plugins, you can only use the ones provided on the platform

Our platform costs more than other cheap hosting providers

ARE YOU READY FOR A **NEW WEBSITE?**

YES, PLEASE!