



Dear ,

Welcome to the *Non Profit Marketing Minute*, our email newsletter. Our firm, LevinsonBlock LLC, helps non-profits grow through effective branding and marketing.

If you have marketing questions or a topic you would like us to address in a future issue, [email us here!](#)

Updating your website: one solution

If your website has an events page or other changing content, you probably want to avoid working with a programmer and update the page yourself. Until recently, you either needed a website with a content management system (which can be expensive); or you needed to feel comfortable writing html code.

Now there is software available that makes it easier to update conventional websites: *Adobe Contribute*. We think it may be a good solution for a number of our clients. We have asked our website programmer Holly Sears some questions about Contribute:

What is Contribute?

Contribute is software designed to let people update existing websites without learning html code. It is a "What You see Is What You Get" (WSIWYG) program.

What does it do?

Your web developer sets up a site to be editable in Contribute, and creates users and passwords to the site. An approved user can make changes and publish them directly to the site without any additional software.

Can I make new pages with it?

Yes (discuss this with your web developer).

Can I add images to pages?

Yes

What is the difference between Contribute and Front Page?

Front Page is a program used to create websites. Web sites created in Front Page often have programming quirks that make them hard to change or update. Since it is not strictly an editing program, Front Page can be more difficult to use than Contribute -- you may need to know html code to get a page right using Front Page. Contribute is designed specifically for web site updating -- not for creating web sites. The user can access, update and publish content using Contribute alone without additional software.

Does a Contribute-ready website cost more than a regular one?

The additional cost is the purchase price of the software (approx \$150) and the cost of training the user. There is no significant added cost for website development -- as long as you decide to make the site Contribute-ready before the project starts.

FACT OF THE MONTH

A honey bee must tap two million flowers to make one pound of honey

LevinsonBlock News

We have just finished the new branding for Opportunities for a Better Tomorrow, a career education organization in Brooklyn (see below). The project consisted of a brand research, an analysis, and design of the logo. We thank our clients Randy Peers and Deborah Roman.



LevinsonBlock now accepts credit cards! Contact us for details.

Got further questions about websites? Or on branding, annual reports, or graphic design? Call or email me:

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Fact of the Month courtesy Paul Michael Neuman; www.froggyumpkin.com

We'd like to thank our colleague Holly Sears for her assistance.

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