

Homepage Template Instructions

This is an overview of the process to update the YWCA websites, currently in Sphere, to the new National responsive home page designs. This is a technical process and may not be feasible for all staff to undertake alone. This is intended to provide a sense of the necessary steps, rather than a step-by-step instructions. Please be advised that editing or manipulating the files referenced here may break or disable the website.

2016 Template Files

As a first step, upload the new files that are required for the 2016 templates. These will go into the file library in your Sphere CMS

- In the file library, create a new folder "2016 Template"
- Upload 7 files:
 - RESET16.CSS
 - STYLE16.CSS
 - YWCA_CONTENT.CSS
 - YWCA_association.KDF
 - YWCA_association_2col_2016.KTF
 - YWCA_association_default_2016.KTF
 - YWCA_association_home_2016.KTF

Definition File

Now, we will use the files uploaded in the previous step. This will add new areas to the site structure for you to populate with content. This will NOT launch the new design. Your existing home page and navigation will still be public.

The definition files that control the site structure are found here:

CMS > Administer > Site Design

- Navigate to this area, edit and select YWCA_association.kdf as the Kintera Definition File (KDF)
- Please note, very old sites such as Corpus Christie may not be using Custom Templates. This is a pre-requisite. When editing the Site Design, select "Custom Template" in the Site Template drop down.

Update Home Page Content

With the new site areas defined, you are now able to add content in the new 2016 home page and navigation areas. Sample content is provided below; please note the areas and links that may need to be updated for your site.

CMS > Content Management > Site Structure

- 2016 Homepage – Utility Nav
 - 2016 Top Nav

```
<a class="donate"
href="http://www.kintera.org/site/lookup.asp?c=fuLSK9OTLjK6E&b=9368129">Don
ate</a>
<!-- header social nav -->
<ul class="social-icons">
  <li class="facebook"><a
href="http://www.facebook.com/profile.php?id=127821707877" target="_blank"><span
class="icon-facebook"></span></a><br />
  </li>
  <li class="twitter"><a href="http://twitter.com/ywcausa" target="_blank"><span
class="icon-twitter"></span></a><br />
  </li>
  <!--
  <li class="youtube"><a
href="http://www.youtube.com/user/ywcausa?sub_confirmation=1"
target="_blank"><span class="icon-youtube"></span></a><br />
  -->
</ul>
```

- 2016 Homepage – Top Stories
 - YWCA Video

```
<li><a href="https://www.youtube.com/watch?v=lgMky9kpljM"></a>
<p><a href="https://www.youtube.com/watch?v=lgMky9kpljM">YWCA: A 60-Second
Snapshot</a></p>
</li>
```

- Supreme Court

```
<li><a
href="http://www.ywca.org/site/c.cuIRJ7NTKrLaG/b.9366021/k.125F/YWCA_USA_Releas
es_Statement_on_the_Supreme_Court.htm"></a>  
<p><a  
href="http://www.ywca.org/site/c.cuIRJ7NTKrLaG/b.9366021/k.125F/YWCA\_USA\_Releas  
es\_Statement\_on\_the\_Supreme\_Court.htm">YWCA USA Releases  
Statement on the Supreme Court</a></p>  
</li>

- SAR

<li><a href="http://standagainstracism.org/"></a>  
<p><a href="http://standagainstracism.org/" target="\_blank">Register today for Stand  
Against Racism</a></p>  
</li>

- 2016 Homepage – Story Boxes
  - Real Change Header

<h2>We create <span>real change</span></h2>  
<p class="intro">YWCA works every day to eliminate racism and empower women.  
Through advocacy and local programming, we create real change for women, families  
and communities. <a  
href="http://www.kintera.org/site/lookup.asp?c=fuLSKgOTLjK6E&b=9369901">LEARN  
MORE<span class="icon-carat"> </span></a></p>  
<ul class="real-change-features">

- Left Story

<li>  
<header class="action-header">  
  
<h3>Racial Justice and Civil Rights</h3>  
</header>  
<div class="action-content">  
<p>YWCAs nationwide offer distinct racial justice and civil rights programs that address  
personal, institutional and structural racism. </p>  
</div>  
<footer class="take-action">  
<a  
href="http://www.kintera.org/site/lookup.asp?c=fuLSKgOTLjK6E&b=9368101"><sp

an class="icon-carat"> </span>Stand up, speak out</a>  
</footer>  
</li>

- o Middle Story

<li>  
<header class="action-header">  
  
<h3>Empowerment and Economic Advancement</h3>  
</header>  
<div class="action-content">  
<p> YWCAs provide women of all ages with programs to increase emotional and economic self-sufficiency, from job training and financial literacy to child care and housing.</p>  
</div>  
<footer class="take-action">  
<a  
href="http://www.kintera.org/site/lookup.asp?c=fuLSKgOTLjK6E&b=9369903"><sp  
an class="icon-carat"></span>Learn more</a>  
</footer>  
</li>

- o Right Story

<li>  
<header class="action-header">  
  
<h3>Health and Safety</h3>  
</header>  
<div class="action-content">  
<p>YWCAs support women and girls through sexual assault and domestic violence programs, health services and access to fitness centers.</p>  
</div>  
<footer class="take-action">  
<a  
href="http://www.kintera.org/site/lookup.asp?c=fuLSKgOTLjK6E&b=9368091"><sp  
an class="icon-carat"> </span>Get Involved</a>  
</footer>  
</li>

- 2016 Homepage – Orange Callouts
  - o It Takes You Header

<h2>It takes <span>you</span></h2>

<p class="intro">Become part of the national movement for women, girls and communities across the country.</p>

<ul class="it-takes-you-features">

- Donate Callout

</li>

<a href="http://www.kintera.org/site/lookup.asp?c=fuLSK9OTLjK6E&amp;b=9368129">



<div class="label-wrap"><span class="icon-carat"> </span>

<p>Donate</p>

</div>

</a>

</li>

- Take Action Callout

</li>

<a href="http://cqrcengage.com/ywca/home">



<div class="label-wrap"><span class="icon-carat"> </span>

<p>Take action</p>

</div>

</a>

</li>

- Find a YWCA Callout

</li>

<a

href="http://www.ywca.org/site/c.cuIRJ7NTKrLaG/b.7527667/k.C931/Local\_Associations/apps/kb/cs/contactsearch.asp">



<div class="label-wrap"><span class="icon-carat"> </span>

<p>Find a YWCA</p>

</div>

</a>

</li>

- 2016 Homepage – Footer

## ○ On A Mission

```

<div class="mission-banner">

</div>
<div class="twitter-icon">

</div>
<!-- Twitter embed. NOTE: THIS WILL NOT WORK UNTIL THE PUT YOUR ID HERE
LANGUAGE IS CHANGED OUT WITH THE REAL WIDGET ID FROM TWITTER. -->
<div class="twitter-wrap">
<a class="twitter-timeline" href="https://twitter.com/YWCAUSA" data-tweet-limit="1"
data-chrome="nofooter noheader transparent" data-widget-
id="345218599998349312">Tweets by @YWCAUSA
<script>!function(d,s,id){var
js,fjs=d.getElementsByTagName(s)[0],p=/^http:/.test(d.location)?'http':'https';if(!d.getEl
ementById(id)){js=d.createElement(s);js.id=id;js.src=p+"://platform.twitter.com/widgets.j
s";fjs.parentNode.insertBefore(js,fjs);}(document,"script","twitter-wjs");</script></div>

```

## ○ Middle Menu

```

<ul class="action-list">
 <a
href="http://www.ywca.org/site/c.cuIRJ7NTKrLaG/b.7527667/k.C931/Local_Associations/
apps/kb/cs/contactsearch.asp">Find a Local YWCA
 Don
ate
 <a
href="https://www.kintera.org/site/c.cuIRJ7NTKrLaG/b.9357961/k.75E1/Donate_to_Your_
Local_YWCA/apps/ka/sd/donor.asp?c=cuIRJ7NTKrLaG&b=9357961">Donate To
Your Local YWCA
 Con
tact Us
 <a
href="http://www.ywca.org/site/c.cuIRJ7NTKrLaG/b.7537769/apps/cf/jobsoffered/list.asp?
category_bin_id={41362514-7E9A-4A42-AEA0-9C09074C409C}">Employment
Opportunities


```

- YWCA USA

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<!-- contact information section -->
<h2>YWCA USA</h2>
<p class="address">2025 M St. NW, Suite 550, Washington, DC 20036</p>
<p class="numbers">Phone: 202-467-0801 • Fax: 202-467-0802</p>
<p class="email">info@ywca.org</p>
<!-- footer nav -->
<ul class="footer-menu">
 YWCA Intranet Login•
 <a
href="http://www.ywca.org/site/c.cuIRJ7NTKrLaG/b.7584035/k.9FB5/Privacy_Policy.htm"
>Privacy

<!-- copyright -->
<p class="copyright">© 2016. All rights reserved.</p>
<!-- social nav -->
<ul class="social-icons">
 <li class="facebook">

 <li class="twitter">

 <!--
 <li class="youtube"><a
href="http://www.youtube.com/user/ywcausa?sub_confirmation=1"
target="_blank">

 -->


```

## Internal Page Content

The new site has areas for content that your old site did not have. These will need content before the site goes live.

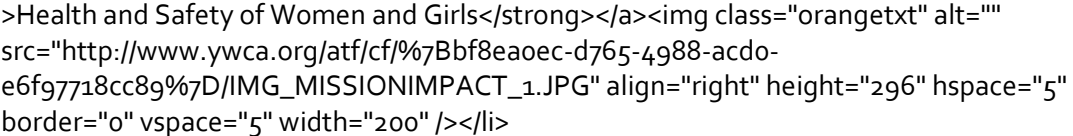
- Our Mission In Action

YWCA USA, which serves 2.3 million people annually, focuses its mission-driven work in three signature areas where we believe we can have the most impact:

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- [Racial Justice and Civil Rights](http://www.kintera.org/site/lookup.asp?c=fuLSK9OTLjK6E&b=9368101)

- [Empowerment and Economic Advancement of Women and Girls](http://www.kintera.org/site/lookup.asp?c=fuLSK9OTLjK6E&b=9369903)

- [Health and Safety of Women and Girls](http://www.kintera.org/site/lookup.asp?c=fuLSK9OTLjK6E&b=9368091)  
The image is a placeholder for a graphic titled "MISSION IMPACT". It shows a grid of 10 small, square images arranged in two rows of five. The images depict various scenes of people, likely representing the diverse communities served by YWCA.

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Our current strategic framework is the culmination of consultation and exploration with YWCAs around the country, and reflects YWCA's legacy as a pioneering organization that squarely confronts social justice issues to make lasting, meaningful change. This approach defines our collective efforts, yet allows each YWCA to respond to the unique needs of its community.

As a collective, we look to achieve three signature outcomes:

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- We seek to increase the equal protections and equal opportunities of people of color.

- We work to increase economic opportunities for women and girls of color, recognizing the importance of addressing the race and gender inequities that exist for this historically and contemporarily marginalized community.

- We strive to improve the often disproportionately negative health and safety outcomes for women and girls of color by making sure they have access to high-quality health and safety resources and support systems.

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Racial Justice and Civil Rights

**Increasing the equal protections and equal opportunities of people of color.**

Annually, more than 160,000 individuals participate in YWCA racial justice programs and services that increase awareness, build coalitions, and transform local and national inequities in areas such as employment, housing, and voting.

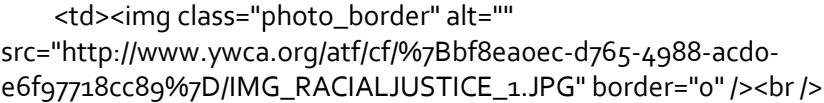
YWCA's approach to racial justice goes beyond changing hearts and minds. We strive



to transform communities, systems, and public policy. Most recently, we have been focused on addressing racial profiling and police violence as they impact women and girls of color. Past issue priorities have included hate crimes, immigration reform, voting rights, and fair housing.

YWCA also supports measures at the national, state, and local levels to advance and ensure human rights for women and girls around the world. As a founding member of the World YWCA, YWCA USA supports the ratification of the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), a comprehensive, international agreement on eliminating discrimination against women in every sphere - economic, political, and social.

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 <a href="https://www.ywcasf-marin.org/">https://www.ywcasf-marin.org/</a> Photo courtesy of YWCA San Francisco & Marin	
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In addition to our direct services and programs related to racial justice, YWCA USA also sponsors the annual [Stand Against Racism](http://www.standagainstracism.org) campaign. Stand Against Racism, builds community among those who work for racial justice, raises awareness about racism, and encourages community members to take action for change.

**Our Legacy**

YWCA knows that in order to lead the charge against racism, we must also set the example within our own organization. African American and Native American women have been providing leadership in YWCA's movement since the 1800s, and because of the leadership of women of color, in 1946 YWCA began working for integration throughout the entire organization, adopting an "interracial charter" that established that "wherever there is injustice on the basis of race, whether in the community, the nation, or the world, our protest must be clear and our labor for its removal, vigorous, and steady." That work culminated in the addition of the "elimination of racism" to our mission statement in 1970.

- Racial Justice and Civil Rights

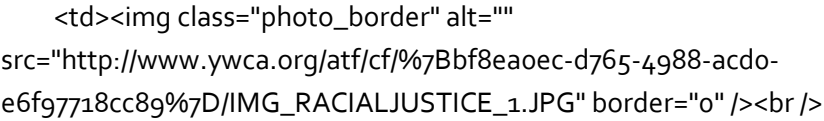
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 <a href="https://www.ywcasf-marin.org/">Photo courtesy of YWCA San Francisco &amp; Marin</a>

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- Health and Safety

<span style="font-style: italic;"><strong>Improving the health and safety of&nbsp;women and girls of color.</strong></span><br />

<p>Annually, over 900,000 women and families participate in YWCA health and safety programs and services, such as aquatics and fitness programs, health resources and referrals, and domestic violence and sexual assault services. </p>

<p>YWCA seeks to improve the lives of women and girls by providing high-quality health and wellness programs that are too-often not available to disadvantaged and marginalized communities of color. Annually, YWCA provides more than 400,000 women, girls, and their families with programs and services designed to address health inequities. Nationally, YWCA continues to advocate for increased access to healthcare and supports public policies such as Affordable Care Act expansion that would greatly benefit the women, girls, and families we serve every day. </p>

<p>YWCA has long advocated for the health and safety of women and girls. As the largest network of domestic violence service providers in the country, we remain committed to reducing violence against women and girls, with a particular focus on gun-related domestic violence homicides. The need is very real. Every month, 46 women are shot to death by a current or former partner, and intimate partner homicides account for nearly half of all women killed each year in the U.S. YWCAs in nearly every state provide a variety of services and programs to more than 500,000 women and families annually, from emergency shelters and crisis hotlines to counseling, court assistance, and other community safety programs. </p>



<p>In addition to our direct services, for over 20 years, YWCA has hosted an annual Week Without Violence campaign. During the month of October, YWCA mobilizes people in communities across the United States to take action against all forms of violence, wherever it may occur. Through rich and complex dialogues on violence to workshops, community service opportunities, and public awareness events, Week Without Violence places the pervasive and intersectional nature of violence and its impact on the communities we serve at the forefront of the conversation. </p>

- Empowerment and Economic Advancement

<span style="font-style: italic;"><strong>Increasing economic opportunities for women and girls of color.</strong></span><br />

<p>Each year, 76 percent of women and children served by YWCAs have incomes below

the federal poverty level or less, the equivalent of about \$23,850 a year for a family of four. We work to address the unique needs of those living in poverty and strive for outcomes that increase emotional and economic self-sufficiency. We provide more than 122,000 women with economic empowerment programs annually, and more than 2,200 military veterans and their families with housing, health care, career education, and counseling. YWCA also has an ongoing commitment - truly, a mandate of our mission - to provide leadership development opportunities to women and girls. </p>



<p>YWCA USA supports women's economic empowerment and a work and family agenda. Women comprise more than half of today's workforce. One in 4 women are now the sole or primary breadwinners for their families. An overwhelming majority of mothers with children under 18 years of age are working. Women of color are overrepresented in low-wage industries that lack basic workplace protections. There is no doubt that women are central to the economic well-being for their families and play a critical role in our nation's economic prosperity. Despite this, 21st-century workplace policies are out-of-date and do not adequately support a women's ability to balance work-family demands. All women and their families would benefit from family friendly policies such as paid sick days, an increase in the minimum wage, and fair scheduling practices. </p>

## Social Media

You may have your own social media pages, distinct from YWCA National. If so, you will want to update these. The social media tags are highlighted in the content samples above. Please double check these content areas before moving forward, for Twitter, Facebook, Google, YouTube.

- 2016 Homepage Footer > On A Mission
- Footer > Footer column 2

## Twitter ID

Your Twitter account has a unique id, which you will need to integrate your Twitter feed into the site. You can find this by logging into your Twitter account. Copy or note the id and paste into two areas in the footer content.

## Launch

With content updates complete, return to site settings and select the rest of the new 2016 files.

THIS WILL LAUNCH THE NEW DESIGN

Your site settings will now look like this: <http://screencast.com/t/lcJsCaT5QA>

Check live site and make sure all content and styles are rendering correctly

**YWCA IS ON  
A MISSION**

eliminating racism  
empowering women  
**ywca**

**YWCA.ORG**