

Using WordPress to Creatively and Cost Effectively empower non-profits
exygy
 Zach Berke
 CEO
 zach@exygy.com



A team of Designers and Engineers on a mission: **to empower Changemakers and Innovators**



What is our technology stack?
 Ruby on Rails
 CakePHP
 WordPress
 etc. (jQuery, Numpy, HTTML5/CSS3, SQL, MySQL, AWS, Android, Mahout/MapK)



With all these Coolly Weapons, why WordPress for non-profits?

- \$\$\$ - It's so cost effective
- Time - So much functionality for free
- Support and Sustainability: developers & admins
- PHP is really good for non-profits



The problem:
 - Lack of content/paid for community content
 - No community content in the local Ugandan context
 - No community content in the local Ugandan context
 - No community content in the local Ugandan context
 - No community content in the local Ugandan context



The solution:
 - A mobile web content management system
 - A mobile web content management system
 - A mobile web content management system
 - A mobile web content management system
 - A mobile web content management system



Next Steps:
 - Increase the number of content items
 - Training & supporting parents (and others)
 - Increase the number of content items
 - Increase the number of content items
 - Increase the number of content items

Thank you!
 Special Thanks:
 - Sarah D'Amico @ Exygy
 - Double Wanda @ Exygy
 - Davey Wanda @ Exygy
 - ...

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Who is **e**xygy ?



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Innovators

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Corporation™





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Changemakers
and
Innovators**





InSTEDD
Innovative Support to Emergencies
Diseases and Disasters

THE STORY OF
STUFF
PROJECT



GREAT★Nonprofits



EurekaFund BETA



CRAIGSLIST
FOUNDATION

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FOUNDATION



InSTEDD

Innovative Support to Emergencies
Diseases and Disasters

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THE STORY OF
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Diseases and Disasters



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Innovative Support to Emergencies
Diseases and Disasters

THE STORY OF
STUFF
PROJECT



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EurekaFund BETA



CRAIGSLIST
FOUNDATION



I S T

What's in our technology toolkit?

Ruby on Rails

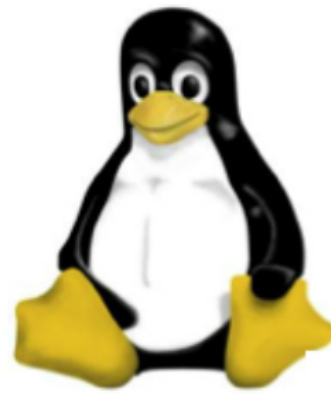
CakePHP

WordPress

etc. (jQuery, Node, HTML5/CSS3, SQL/NOSQL, iOS, Android, blah blah blah)



JAVASCRIPT/CSS3, SASS



With all those Geeky Weapons, why WordPress for non-profits?



- \$\$\$\$: It's so cost effective
- Time: So much functionality for free
- Support and Sustainability: developers & admins
- PHP is really good for non-profits

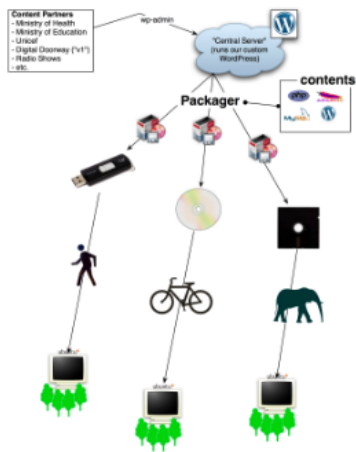
OK makes sense. Now back to those Changemakers: let's talk deets.



The problem:

- build a content portal for community centers
- the community centers are in rural Uganda
- the community centers don't have internet access
- the content portals need to be regularly updated w/ fresh content
- content needs to come from central place
- partners organizations (eg, Ministry of Health) need to be able to post content themselves, but they aren't very tech savvy

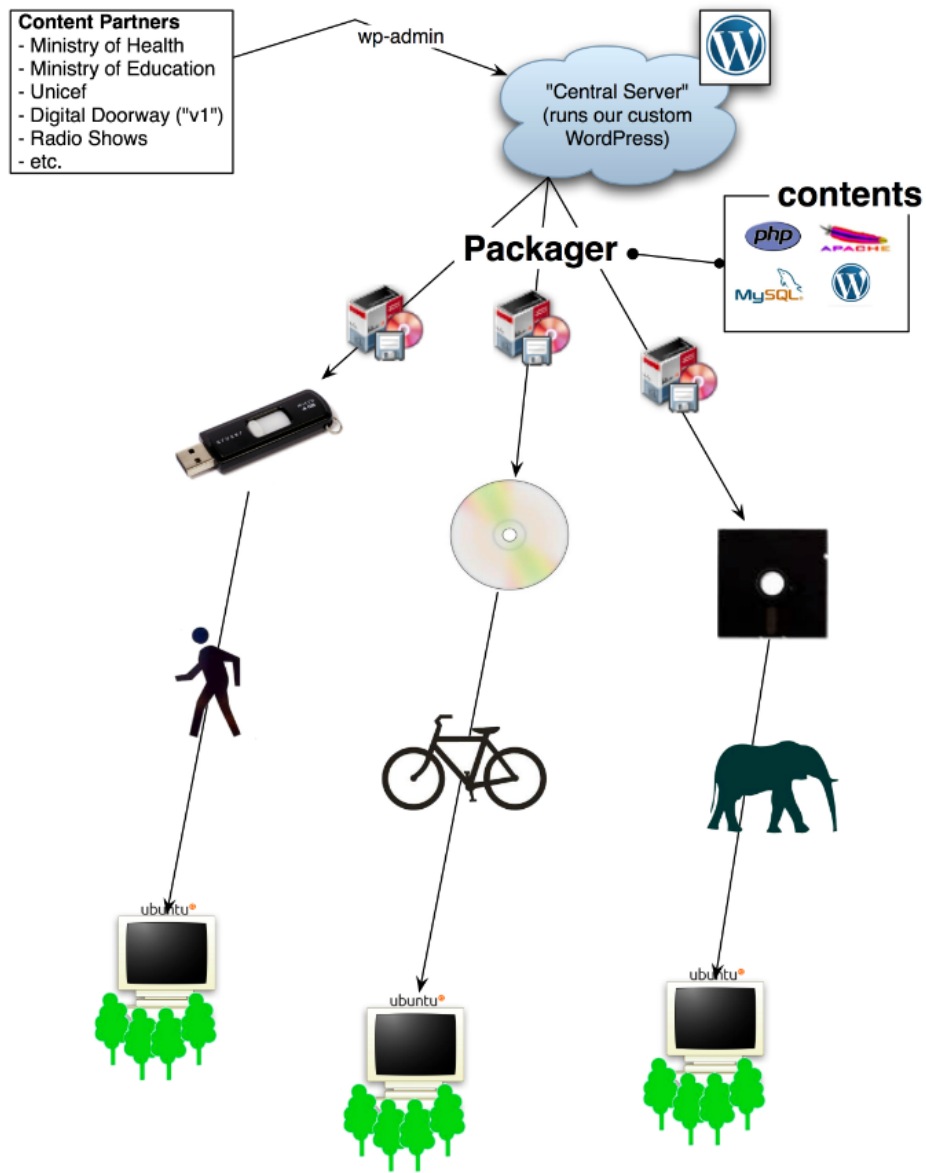
The solution:



- A single central server with WordPress in Uganda
- A custom script to package up the entire WordPress install, including Apache, MySQL and PHP and be dropped on a USB stick
- A custom script to deploy from USB stick: either the full install, or the latest updates (installers who go to community centers just click "go")
- JWPlayer for media (audio and video) so we can play offline (no access to YouTube!)
- All text docs are converted to PDFs so we can embed them as a PDFObject without needing any other plugins or access

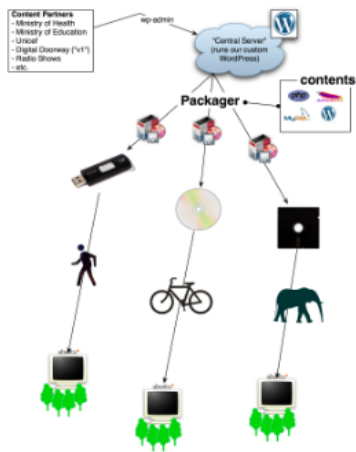
Results:





- A single
- A custom
- Apache,
- A custom
- latest up
- JWPlayer
- to YouTube
- All text
- PDFObj

The solution:



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- JWPlayer for media (audio and video) so we can play offline (no access to YouTube!)
- All text docs are converted to PDFs so we can embed them as a PDFObject without needing any other plugins or access

Results:



Results:

home



categories



video content (jwplayer)



text, presentations, docs (PDFObjects)



audio content (jwplayer)



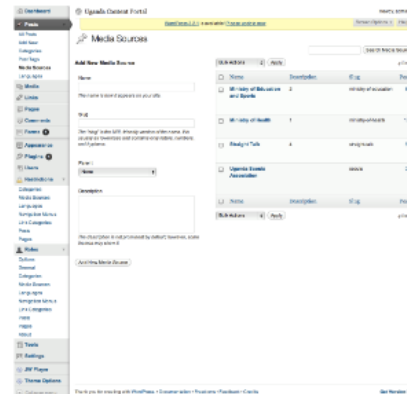
filtering



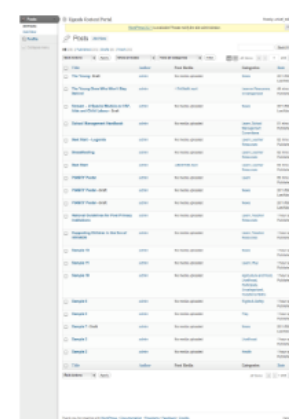
adding content



custom taxonomies

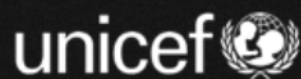


restricted user roles





PARTNERS:



The Republic of Uganda
Ministry of Health



The Republic of Uganda
Ministry of Education & Sports

CATEGORIES

Uganda
Content
Portal



Play



Culture



Livelihood



News



Health



Participate



Rights &
Safety



Learn

Learner Resources

School Management Committees

Teacher Resources

Sort by date

Showing 10 out of 11 results | Page 1 of 2

Next »



The Young
Ones Who
Won't Stay
Behind



School
Management
Handbook



Best Start –
Luganda



Breastfeeding



Supporting
Children in the
Era of HIV/AIDS



National
Guidelines for
Post Primary
Institutions



PIASCY Poster



Best Start

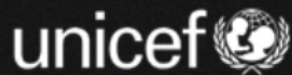


Safe School
Environment



Sample 11

PARTNERS:



The Republic of Uganda
Ministry of Health



The Republic of Uganda
Ministry of Education & Sports



« Back

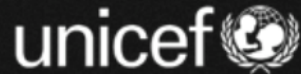
Learn > Learner Resources > The Young Ones Who Won't Stay Behind



The Young Ones Who Won't Stay Behind



PARTNERS:



The Republic of Uganda
Ministry of Health



The Republic of Uganda
Ministry of Education & Sports

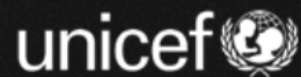
text, presentations, docs (PDFObjects)

The screenshot displays the Uganda Content Portal interface. At the top left, the text "Uganda Content Portal" is visible. A horizontal navigation bar contains eight circular icons: Play (soccer ball), Culture (classical building), Livelihood (tractor), News (radio), Health (cross), Participate (speech bubbles), Rights & Safety (scales), and Learn (book). Below this bar, a breadcrumb trail reads "« Back Learn > Teacher Resources > Safe School Environment". The main content area features a document viewer with a "Download" button in the top right corner. The document's cover image shows a row of colored pencils at the top, followed by the text "Safe School Environment" in a serif font, and "SAY NO TO VIOLENCE" in a smaller font at the bottom. The viewer includes a vertical scrollbar on the right side.

audio content (jwplayer)

The screenshot displays the Uganda Content Portal interface. At the top left, the text "Uganda Content Portal" is visible. A horizontal navigation bar contains eight circular icons: Play (purple), Culture (yellow), Livelihood (orange), News (light blue), Health (red), Participate (green), Rights & Safety (teal), and Learn (dark blue). Below the navigation bar, a breadcrumb trail shows "« Back" and "Learn > Best Start". The main content area features a white JWPlayer audio player with a "Buffering..." status and a "0:00" duration. A white tooltip box with a brain icon and the text "Best Start" is positioned over the player. On the left side, a vertical sidebar contains several icons: a magnifying glass, a brain, a television, a document, a camera, a folder, a refresh symbol, and an envelope.

PARTNERS:



The Republic of Uganda
Ministry of Health



The Republic of Uganda
Ministry of Education & Sports

filtering

Uganda
Content
Portal



Learner Resources

School Management Committees

Teacher Resources



FILTER BY MEDIA SOURCE:

Ministry of Education and Sports

Ministry of Health

Straight Talk

Sort by date

Showing 10 out of 11 results | Page 1 of 2

Next »

The Young Ones Who Won't Stay Behind

School Management Handbook

Best Start – Luganda

Breastfeeding

Supporting Children in the Era of HIV/AIDS

National Guidelines for Post Primary Institutions

PIASCY Poster

Best Start

Safe School Environment

Sample 11

adding content

Uganda Content Portal

WordPress 3.2.1 is available! Please update now.

Howdy, admin

Add New Post

Tutorial: Adding Content to the Uganda Content Portal

Step One: Enter title of content

Step Two: From the "Media Type" dropdown menu, select the type of item you are uploading. Once you select the type of file you are uploading, you will be presented with a series of input fields for that specific type of content.

Step Three: Now, just below the Post Settings box, you'll find a text box. Here you can enter a short description about the file you are uploading.

Step Four: On the right sidebar, add any appropriate tags for the content. Separate each tag with a comma. These tags will improve the capability of the item being found through search.

Step Five: Below the tag box, be sure to check any box that applies for this type of content. It is required that each new item be categorized for Main Categories, Language, and Media Sources

Step Six: Hit Publish! You may continue editing the post after you hit Publish.

The Young Ones Who Stayed Behind

Permalink: <http://unicofaah.stormora.exgy.com/2011/08/11/the-young/> (Edit)

Upload/Insert Visual HTML

Word count: 0 Draft saved at 9:40:33 pm.

Post Settings

Media Type: **Video**

Please select type of file you are planning to upload.

Upload Video: **Upload** The Young Ones Wh...

Used only for posts from "Video" media type. Files should be in format, mp4, avi, or tv. NOTE: Larger video files may take longer to upload. Please be patient. Allowed extensions: .flv, .avi, .mp4.

Video Image: **Upload**

Used as a preview image for the "Video". Maximum width: 839px (larger images will automatically be scaled down & cropped). Allowed extensions: .png, .jpg, .jpeg, .gif, .

Video Player

The name of the Player that you want to use. Leave empty for the Default Player.

Video Additional Settings

You can override any settings set by the "Video Config" profile, by entering the values here. Here is an example pattern: param="value1" param2="value2" param3="value3" etc.

Readers

Contributors

Publish

Save Draft Preview

Status: **Draft** (Edit)

Visibility: **Public** (Edit)

Publish Immediately (Edit)

Move to Trash Publish

Categories

All Categories Most Used

- Culture
- Art
- Dance
- Music
- Poetry & Literature
- Stories
- Health
- Diseases
- Know Your Body
- Newborn Health
- ...

+ Add New Category

Post Tags

Separate tags with commas

Choose from the most used tags

Media Sources

All Media Sources Most Used

- Ministry of Education and Sports
- Ministry of Health
- Straight Talk
- Uganda Scouts Association

+ Add New Media Source

Languages

All Languages Most Used

- Ateso
- Baza
- English
- Karamajong
- Kups
- Lebtur
- Luganda
- Lugbara
- Luggie
- Lukhorzo

+ Add New Language

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- Post Tags
- Media Sources
- Languages

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- Pages

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- Languages
- Navigation Menus
- Link Categories
- Posts
- Pages
- About

Tools

Settings

JW Player

Theme Options

Collapse menu

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Upload/Insert     

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close tags

fullscreen

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Video Additional Settings

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Readers

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Categories

All Categories

Most Used

- Culture
 - Art
 - Dance
 - Music
 - Poetry & Literature
 - Stories
- Health
 - Diseases
 - Know Your Body
 - Newborn Health
 - Nutrition



[+ Add New Category](#)

Media Sources

All Media Sources

Most Used

- Ministry of Education and Sports
- Ministry of Health
- Straight Talk
- Uganda Scouts Association

[+ Add New Media Source](#)

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[+ Add New Language](#)

adding content

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restricted user roles

Howdy, admin ▾
Screen Options ▾ Help ▾

Search Media Sources

4 items

g Posts
istry-of-education 8

istry-of-health 13

ight-talk 5

uts 0

g Posts

4 items

Get Version 3.2.1

Uganda Content Portal

WordPress 3.2.1 is available! Please notify the site administrator. Help ▾

Howdy, unloaf_editor ▾

Posts Add New

Profile

Collapse menu

All (28) | Published (22) | Drafts (6) | Trash (22)

Bulk Actions ▾ Apply Show all dates ▾ View all categories ▾ Filter 28 items 1 of 2 ▾


<input type="checkbox"/>	Title	Author	Post Media	Categories	Date
<input type="checkbox"/>	The Young - Draft	admin	No media uploaded	News	2011/08/11 Last Modified
<input type="checkbox"/>	The Young Ones Who Won't Stay Behind	admin	-17e08a84.mp4	Learner Resources, Uncategorized	49 mins ago Published
<input type="checkbox"/>	Scream -- A Special Module on HIV, Aids and Child Labour - Draft	admin	No media uploaded	News	2011/08/11 Last Modified
<input type="checkbox"/>	School Management Handbook	admin	No media uploaded	Learn, School Management Committees	51 mins ago Published
<input type="checkbox"/>	Best Start -- Luganda	admin	No media uploaded	Learn, Learner Resources	52 mins ago Published
<input type="checkbox"/>	Breastfeeding	admin	No media uploaded	Learn, Learner Resources	52 mins ago Published
<input type="checkbox"/>	Best Start	admin	-e6237339.mp3	Learn, Learner Resources	53 mins ago Published
<input type="checkbox"/>	PIASCY Poster	admin	No media uploaded	Learn	55 mins ago Published
<input type="checkbox"/>	PIASCY Poster - Draft	admin	No media uploaded	News	2011/08/11 Last Modified
<input type="checkbox"/>	PIASCY Poster - Draft	admin	No media uploaded	News	2011/08/11 Last Modified
<input type="checkbox"/>	National Guidelines for Post Primary Institutions	admin	No media uploaded	Learn, Teacher Resources	1 hour ago Published
<input type="checkbox"/>	Supporting Children in the Era of HIV/AIDS	admin	No media uploaded	Learn, Teacher Resources	1 hour ago Published
<input type="checkbox"/>	Sample 13	admin	No media uploaded	News	1 hour ago Published
<input type="checkbox"/>	Sample 11	admin	No media uploaded	Learn, Play	1 hour ago Published
<input type="checkbox"/>	Sample 10	admin	No media uploaded	Agriculture and Food, Livelihood, Participate, Uncategorized, Vocational Skills	1 hour ago Published
<input type="checkbox"/>	Sample 6	admin	No media uploaded	Rights & Safety	1 hour ago Published
<input type="checkbox"/>	Sample 5	admin	No media uploaded	Play	1 hour ago Published
<input type="checkbox"/>	Sample 7 - Draft	admin	No media uploaded	News	2011/08/11 Last Modified
<input type="checkbox"/>	Sample 3	admin	No media uploaded	Livelihood	1 hour ago Published
<input type="checkbox"/>	Sample 2	admin	No media uploaded	Health	1 hour ago Published
<input type="checkbox"/>	Title	Author	Post Media	Categories	Date

Bulk Actions ▾ Apply 28 items 1 of 2 ▾


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Version 3.2


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 **Posts** ▾

All Posts
[Add New](#)

 **Profile**

 Collapse menu

 Uganda Content Portal

 **Posts** [Add New](#)

All (28) | [Published](#) (22) | [Drafts](#) (6) | [Trash](#) (2)

Bulk Actions



Apply

Show a



Title



The Young - Draft



The Young Ones Who Won't Stay Behind



Scream – A Special Module on HIV
Aids and Child Labour - Draft

restricted user roles

Howdy, admin ▾
Screen Options ▾ Help ▾

Search Media Sources

4 items

g Posts
istry-of-education 8

istry-of-health 13

ight-talk 5

uts 0

g Posts

4 items

Get Version 3.2.1

Uganda Content Portal

WordPress 3.2.1 is available! Please notify the site administrator. Help ▾

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Posts Add New

Profile

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28 items 1 of 2 ▾

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<input type="checkbox"/>	Sample 2	admin	No media uploaded	Health	1 hour ago Published
<input type="checkbox"/>	Title	Author	Post Media	Categories	Date

Bulk Actions ▾ Apply

28 items 1 of 2 ▾

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Results:

home



categories



video content (jwplayer)



text, presentations, docs (PDFObjects)



audio content (jwplayer)



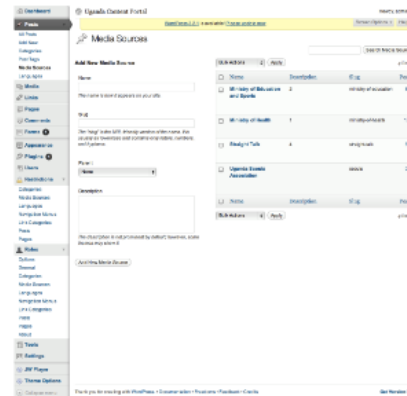
filtering



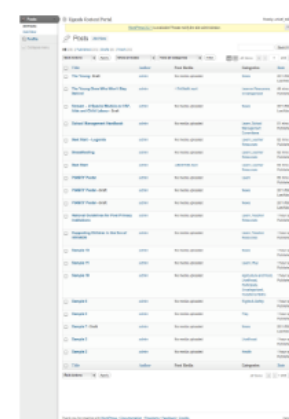
adding content



custom taxonomies



restricted user roles





Next Steps:

- Incorporating Custom Post Formats
- Training & motivating partners (load content)
- More graphical front-end -- for less literate
- More multi-lingual interfaces for admin and front-end

Thank you!

Special Thanks:

- Aaron Hanson @ Exygy
- Madelin Woods @ Exygy
- Terra Weikel @ Unicef

PS:

- Want to work with us? We're hiring! DESIGN ESPECIALLY :)
- DO YOU LIKE TO PARTY?! We're hosting an unofficial WordCamp party down the street on Saturday night with Dave Cowgill and the team at AppThemes.

(party RSVP:<http://wcsfpizza.eventbrite.com/>)

contact me: zach@exygy.com

Next Steps:

- Incorporating Custom Post Formats
- Training & motivating partners (load content)
- More graphical front-end -- for less literate
- More multi-lingual interfaces for admin and front-end