Our (RJ) Web Journey

Peninsula Temple Sholom
Burlingame, Calif.
www.sholom.org

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BURLINGAME, CALIFORNIA

Where We Were

- Previous sholom.org built circa 2002
  - *You can see it at www2.sholom.org*
- Maintained by one volunteer w/IT background
  - *For most part, only she could make any updates*
  - *Updates made once per month*
- Static HTML with a little JavaScript
- Very low site usage
  - *"Below radar" to congregants, leaders, clergy*

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Pressures to Change

- New Rabbi; new Publicity Co-Chair *(hi!)*
  - *We started blogs for Brotherhood, use of Evites*
  - *Wanted to use Web site for inreach, outreach*
- Accurate, timely calendar needed
- Growing congregation
  - *With lots of new, young families*
  - *The site made "Silicon Valley" synagogue look dated*
- Previous Webmaster wanted to stop

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The Process

- Got buy-in from president, Rabbi, board
  - *Initial budget estimate:*
    $20K to build site, $2K annual maintenance
- Started vendor search process
  - *Did several interviews, received bids*
  - *Encountered URJ, RJ-WebBuilder*
- After eval, decided to go w/RJ-WebBuilder
  - *Big factors: Cost, "understanding," cost*

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Project Timeline

- January 2007: Board approval to build site
- March: Serious eval of RJ-WebBuilder
- April: Chose URJ; Board approves
- June: Site structure given to URJ
- July: Structure in place; we start building
- September: Went live for RH, shunted old site to www2
- November: 14 “Web Admins” trained;
  Pages turned over to committees/groups
- My role now: teach, train, nag, implement new features

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Current Projects

- *More Paypal*
  - Pilot project: register for dinners
- *Setting up Amazon.com, eScript*
- *Migrate Cantoral music*
  - 200+ clips still on old Web site!
  - Will use www2, not RJ-Web (too unwieldy)
- *Forms to register for “things,” like RSVPs*

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Future Directions

- *Lots more content (we're at ~30%)*
  - Huge history project
- *More blogs, forums, polls, etc.*
- *Expanded presence for teens*
- *Beef up Judaica Shop w/online sales*
- *Fundraising:*
  - Charitable Remainder Trusts, Endowments
  - Other giving opportunities
- *Tie-in to QuickBooks accounting system*

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Let's Share Ideas!

- Alan Zeichick
  - *Member, Board of Trustees*
  - *Co-Chair, Publicity & Communications*
  - *Webmaster*
- Peninsula Temple Sholom
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