A CONSUMERS GUIDE TO LOW COST CONTENT MANAGEMENT SYSTEMS

October 2012
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☐ Laugh along the way

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To register for online trainings, commission us to train your network, or just to learn more about Andrea and the rest of the Idealware team, visit www.idealware.org.
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CONSIDERING CONTENT MANAGEMENT SYSTEMS
A web presence is critical for almost every nonprofit, but creating websites can be daunting. It can take a lot of time, money and technical expertise, which are often in short supply. And just because you have a website up and running doesn’t mean your work is done. You still need to keep up with maintenance, updates and desirable new features. This is where a Content Management System (CMS) can help.

Generally speaking, a CMS is a software package that lets you build a website that can be quickly and easily updated by your non-technical staff members. In the past, this report has focused specifically on open source products—specifically, WordPress, Joomla, Drupal and Plone—created and supported by a community of developers that can be downloaded without cost. But such systems represent only a portion of the market, so we expanded the report to look at other types of systems that might also make sense for nonprofits—including some of the less-expensive proprietary systems and those specifically tailored to the needs of nonprofits. By encompassing a wider range of what’s available, this report can better help you determine the type of system that will work best for your organization—and whether you should you pay for an inexpensive but labor-intensive product, invest the money in licensing fees so you don’t need to spent as much implementing the system, or some combination thereof.

To expand this report, we asked the community to help determine what systems we should include. The results of our community survey (see “Appendix B: How We Chose the Systems”) made it clear that there were a number of different possible directions and contenders; in the end, we added seven new systems to the report, for a total of eleven.

The results of our community survey (see “Appendix B: How We Chose the Systems”) made it clear that there were a number of different possible directions and contenders; in the end, we added seven new systems to the report, for a total of eleven.

This report is targeted at nonprofits looking to replace an existing Content Management System, or implementing one for the first time. We’ve done our best to use language that’s relatively easy for someone with a non-technical background to understand, but not so basic that it won’t be of value for the technically savvy. And we’ve tried to provide details about the important features and useful differences between the systems.

Keep in mind, however, that a system is just one part of the equation. If you’re building a website, you might find a few different systems that work, but often a substantial website project also requires someone with substantial expertise in building them—if you don’t have those skills on staff, the person or firm you hire to design and build your site is potentially as important as which CMS you choose. In fact, if your needs are straightforward—for example, if you’re building a hierarchically organized site with fewer than 100 pages—and you’re planning to hire a consultant, choose the best consultant you can and use the CMS he or she is familiar with. However, if your needs are more complex it can be useful to have a sense of the differences between the systems. Because many consultants specialize in a particular CMS, you’ll need to weigh your comfort level with the consultant and the fit of the CMS for your needs to decide on the right person.
No report can answer every question. If you’re planning to spend $75,000 or more on a website, get tens of thousands of visitors a day, or have detailed questions about sophisticated functionality, you’ll need to look beyond these pages for the additional information you’ll need to choose from these systems. But if you’re a small- to mid-sized organization, this report can provide you with a good overview regardless of your needs or technical knowledge. Taking the time to read through it carefully can save you a lot of work and money.

If you don’t have those skills on staff, the person or firm you hire to design and build your site is potentially as important as which CMS you choose.

This report provides a look at 11 popular available Content Management Systems and what they do to help you get a sense of what you might want to look for, and then dives in for a closer look at each of the systems. But the first step in choosing any software tool, of course, is to understand your own needs.
What is a CMS?

A CMS is just one piece of a bigger website equation which involves a number of important steps.

At its most basic, a Content Management System (CMS) is a software program that makes building and maintaining websites faster and easier. Let’s say you’re using a site without a CMS—if you want to post an event and have that event show up in five different places on the site, you have to perform the same activity five separate times on five separate pages. With a CMS, you only have to post the event once—and any staff member can do it, regardless of their technical expertise.

How does this work? Content Management Systems store the actual content (text and images) in a database, and can automatically pull the content out and show it on the appropriate pages based on rules you set up in advance. The different ways you can organize the site and the types of rules you can use depend on how structurally flexible the CMS is. This setup makes it easy for all your content administrators—the staff members actually writing and publishing information on the site—to create content without having to worry about technical issues or even knowing all the places the content should go.

Content Management Systems also separate graphic design from content. This is accomplished through the use of “themes,” or graphic design layers that control graphic elements, font and navigation styles, and page layouts for each page on the site. You simply choose a pre-packaged theme for your site from those available (note that not every CMS offers them), or create a theme completely customized for your own look and feel.

Is a CMS the magic wand to instantly create the exact site you need? Probably not, unless you’re talking about a very small and simple site for which you’ve already planned out content. More likely a CMS is just one piece of a bigger website equation which involves a number of important steps, like deciding your strategy and goals for a website, defining a content plan, mapping out the site structure and pages and creating a graphic design. Only then can you use the CMS to implement the site. And that’s just if your website is no more than 25 pages or so and uses a simple and traditional structure—for example, with a menu bar and subpages. Anything bigger or more complicated and you’ll need someone with technical experience to set it up. Many organizations will want to hire a consultant (like those listed in the directory at the back of this report) to help.
OPEN SOURCE AND PROPRIETARY: WHAT’S THE DIFFERENCE?

This report includes reviews of both open source and vendor supported, or proprietary, systems. What’s the difference between the two? Generally speaking, open source means that a system’s source code is freely available for everyone to acquire, see and change—that’s not true of proprietary systems (like Microsoft Word, for example). While a proprietary system is created, distributed and maintained by a business, open source software is typically supported by a community of developers and users. These distinctions are not as hard and fast as they might seem, however. Some systems are both available under an open source model and sold as a package by a vendor, for instance, and others are not open source but are virtually free to acquire and have a huge community of developers and users.

When comparing a system’s openness and the strength of the community supporting it, it’s not enough to simply ask whether it is open source or not. Instead, there are four main questions to help you understand how it fits into the continuum of products.

• What’s the cost to acquire the system compared to the cost to implement it? Open source systems are free to download. There’s no license cost for the software, and anyone can download and install them without cost. However, there are other associated costs—for example, the server onto which you install it, and the person you hire to implement it. If you’re getting your software from a business, you’ll need to pay for the license to use it—either a flat fee up-front or on an ongoing basis. How does this cost compare to the staff and consultant investment needed to implement your website? For example, paying $150 to acquire a system is a drop in the bucket compared to implementation costs for even a small site. If you’ve budgeted $50,000 to create a sophisticated site, $4,000 might be well worth paying to get a system that’s closer to what you need, and thus decrease the work needed to create the site.

• Who supports the system? Vendors typically lead the development and provide support for the systems they sell, while open source software is generally supported by a community of developers and users. There’s a lot of gray area here as well, however. There may be “official” avenues of paid support for open source tools, or many consultants available for hire to help with an open source system sold by a vendor. The quality of a community varies among systems as well—a highly active community is going to develop new versions, updates and security patches as frequently or more than most for-profit vendors, but an inactive community can lead to software that is poorly supported and rarely updated. Whichever way you choose to go, it’s important to consider who will be available if you need help, and just how effectively the system is supported now and into the future.

• How extensible is the system? That is, can you change the functionality that exists or add new features? With an open source system, you can modify the source code however you want—something a vendor is not likely to allow with a pro-
proprietary system. However, both kinds of systems frequently allow extensive customization without needing to access the code, making the ability to actually change the source code a moot point in many cases. (Note that even when it is possible, it’s generally neither a practical nor desirable way to extend the system, as you’ll take yourself off the upgrade path.) Both kinds of systems will also often publish an API, or Application Programming Interface, which is a way to let a programmer add functionality or connect the system to other types of software. In addition, both types of CMS may allow “add-ons,” or extra modules that add functionality to the default system, either for free or for additional cost. In short, the extensibility of a system for your particular needs is not particularly likely to be related at all to whether it’s open source, but will instead be based entirely on your options for extending it through built-in extension features.

- **How much of the technical implementation will you be expected to take on?** All the systems in this report, open source or not, vary in how much work and know how they take for setup. Some vendor-supported products are hosted by vendors and require no knowledge or effort to set up aside from remembering your password. Others are more complex and require a significant amount of time and effort to implement. In general, open source systems fall in that last category. They may be free to acquire, but so are kittens—once you bring them home, there are costs associated with care and feeding. With an open source CMS, you may not have to pay a single cent for licensing but it’s your responsibility to take care of it. You’ll either need to put a lot of time into implementing and maintaining your system, or hire someone to do it for you.

As you can see, the differences between open source and proprietary aren’t so cut and dry. The systems in this report tend to fall along a spectrum between truly open source and truly vendor-supported. For example, open source systems like WordPress are led by a business, and proprietary systems like eZ Publish and DotNetNuke provide free, community versions of the paid software. Other proprietary systems, like ExpressionEngine, are nearly free and very extensible, but require just as much work and knowledge as any open source product.

Because the line is “fuzzy” between open source and proprietary systems, we recommend that when choosing a CMS, nonprofits should look first to the features and functions offered by the software before limiting their search to one type of system or other (see “Recommendations”). What’s most important is to ask yourself what you’re looking for in a CMS. Do you need to integrate your site with a constituent database? Do you want something that will let you create a simple, straightforward site that you can set up yourself with minimal tech skills? Are you looking to invest the time and money in a more feature-rich site? Or do you want something in-between—a site that’s straightforward enough to update yourself, but has the potential to grow with your organization? These questions will help you determine what’s important for your organization’s website.

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**You may not have to pay a single cent for licensing but it’s your responsibility to take care of it.**

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**Nonprofits should look first to the features and functions offered by the software before limiting their search to one type of system or other.**
Now that you know what a CMS is, what can it do for you? We took a detailed look at 14 different areas of features and functionality to see how each system stacks up.

**Ease of Hosting and Installation**

Any website needs a web host, the company that provides and maintain the servers on which the CMS resides. These companies also connect your website to the internet safely and securely. But different systems take different approaches to doing this.

Some are hosted by the vendor, and like any hosted (or “cloud”) software, are accessed through your web browser. Setup, therefore, is simply a matter of creating an account—you don't need to worry about hosting or installation, since the vendor does it all for you—but it’s important to find a reliable vendor. Ask questions about how long they’ve been in business and if they are likely to stay in business. If they do go out of business, what happens to your website?

Other systems require that you install the software on a separate web server. Keep in mind that not every host is appropriate for every CMS—a system's technical requirements can have a big impact on the ease of finding a host, and on your budget. Standard shared hosting (an inexpensive arrangement in which your site is one of many on the same server) costs anywhere from $5 to $25 per month, and a more sophisticated setup—one that supports higher traffic sites or specific hosting needs—can cost $30 per month or more.

Once you have chosen a host, you'll need to download the package of code and files that make up the CMS and install it on the server. If you’re hiring a consulting firm to build your site, ease of installation is not likely to be a concern, but if you’re handling it in house, it’s worth keeping in mind. Do you have someone technically qualified?

There’s also a gray area between the world of hosted CMSs and those that are typically installed. For some systems, you can pay an outside firm for a “packaged implementation,” or an already installed version of the system—in essence, you pay them to take on the work of hosting and installing the system for you, a particularly valuable service for a more complicated site.

**Ease of Setting up a Simple Site**

If you want to quickly build a straightforward website, it doesn't matter how feature-rich the CMS is. In fact, features can be distracting; if you’re hoping to build a site that’s fewer than 50 pages or so, simple in structure and without a lot of extra features, it’s a real benefit to not have to understand and navigate through a set of complicated options. Instead you’ll want a system that makes it easy to set up your pages and provides everything you’ll need to allow non-technical staff members to update the text and images on the site.

High quality, easy-to-install “themes” can help you build a website quickly. A theme is a graphic design layer that controls graphic elements, font and navigation styles, and page layouts. One theme can have many templates—you might have one that dictates...
the homepage look and the layout, and another that controls the article pages on the site. Depending on your organization’s brand and needs, you may need to create your own custom theme, or you might be able to get by with one that’s already created. Some of the systems we looked at have a number of pre-packaged themes you can download and install, which is especially helpful if you’re setting everything up yourself. The number and quality of themes available varies between systems, however.

Many organizations will find it more effective to hire a consultant who already understands the CMS, as well as general best practices around building a website.

Along with solid themes, look for systems that allow you to easily set up your pages and a simple navigation scheme. And if you’d like your site to include an events calendar or list of news stories, look to see if these are included with the basic CMS or if you’ll need to download a separate add-on that provides this functionality.

Ease of Setting up a Complex Site

As you move from building simple sites to creating more complex ones, the learning curve becomes important—if you’re going to build your own website. Many organizations will find it more effective to hire a consultant who already understands the CMS, as well as general best practices around building a website, rather than going it alone. If you’re planning to hire a consultant, this section isn’t relevant for you.

Ease of Content Editing

When it comes to updating text and images in a CMS, simplicity is of paramount importance for many organizations. Can your non-technical staff members find and edit pages quickly? How hard is it to add a new page, or even a new section? How easy is it to add a link to a document, a video, or an image and format it how they want? Can they paste text in from Microsoft Word, or does that result in a big mess?

It’s also important to think through how they’ll make sure their content looks right before they publish it to the site. Can they preview it as it will look to website visitors before it goes live? If something goes horribly wrong after they do publish it, can they rollback their changes?

And finally, if they can’t figure out how to do one of these things, is there solid documentation available? A surprising number of these systems have more documentation for those building sites than for those who need to edit them—if you’ll need to create your own end-user documentation, make sure you factor that into the cost of implementation.

Ease of Managing a Site

Content Management Systems are not, unfortunately “set and forget” kinds of things. Someone will need add or delete new content editors as users, add new sections, edit footers or sidebars, or delete images that aren’t actually being used. How easy are such tasks? Also consider who will install new updates which add
features, address security issues and fix bugs. Several of the systems we reviewed are hosted by the vendor, and in this case the vendor will do all these things for you. If you're responsible for your own hosting, though, look for a system that makes it obvious when an update is available, and easy to install the update.

Regardless of who's hosting it, think through the impact of updates on substantially customized sites. Major updates can break themes and add-ons, so it can be helpful to look for a system that has a more sedate update pace and a history of smooth upgrades. It's also useful for a system to continue to support old major “legacy” versions of the system with security updates, so you can opt out of a major update, at least for a while.

And you'll need to back up your site regularly—otherwise you risk losing all your content if something were to go wrong with your web host. Some systems make backup tasks easy, while others require considerably more technical expertise or learning curve. If the system is hosted by the vendor, you'll need to make sure that can create a local backup to prevent against loss if the company goes out of business.

Graphical Flexibility

As the graphic design for your site says a lot about your organization, Graphical Flexibility is an important factor to consider, and all of these systems allow you to create a custom graphic theme that controls the design, fonts, colors and layouts of your pages. They all support more or less any graphic design and layout possible using standard Web scripting languages, but some can only support a single graphic design template for the entire site as opposed to a different look and feel for different sections. For the most part, the variance among systems comes down to the complexity of customizing your design. Can you tweak an existing theme easily? Copy an existing website design and drop it into the system?

In general, creating a custom theme isn't a trivial process in any of the systems, and will take a technically savvy person with HTML/CSS skills. For some of the systems, though, HTML and CSS skills aren't enough and you may need to learn a fairly complex scripting language specific to the system.

It's also important to consider the ability to build a site that will work well on a mobile phone. For the most part, if you can build your own theme you can build one that will respond to different sizes of browsers. If you're looking to use an existing graphic theme, however, look for a system that offers some choices in templates that use “responsive design,” a style of layout that will adjust itself to different sizes of screens.

Accessibility and Search Engine Optimization (SEO)

Features that make it easier for the visually impaired to use your website—generally referred to as “website accessibility” features—have a lot in common with features that enhance your website’s likelihood of appearing prominently for desirable keywords searches on sites like Google or Bing, generally known as
The rubber really meets the road with Content Management Systems in how well, and in how many different ways, you can organize complex content.

Search Engine Optimization, or SEO. For both it’s important that the CMS uses common conventions within the code it creates for your web pages—for instance, using the tag “H1” to denote a top level header—and provides access to change information like alternative text read by a screen reader when a picture is displayed to others.

There are different standards for what makes a website accessible. The Web Content Accessibility Guidelines (WCAG) are the international standards created by the World Wide Web Consortium in 1997 and amended in 2008. These guidelines are considerably more comprehensive than the Section 508 standard used by the U.S. Government, and generally speaking, if a system is WCAG compliant it can be assumed to be 508 compliant as well.

There’s additional criteria that can make a difference specifically in getting your site to stand out to search engines. Can the section and file names include key words, are all your pages designated with a number that’s meaningless for search engine optimization? Will the CMS help you create automatic XML site maps, another SEO best practice?

Structural Flexibility

The rubber really meets the road with Content Management Systems in how well, and in how many different ways, you can organize complex content. If all content has to fit into a simple hierarchical structure, you aren’t going to be able to create as dynamic a website as you can with a CMS that’s more structurally flexible.

Structurally flexible systems offer the ability to display some information—like a news story or description of an upcoming event—in different ways in various lists on the site. For instance, you could show the titles of your next two upcoming events on the homepage, a full list with descriptions for the next two months on the events page, and just the financial events in the finance section.

Other complex features differentiate the systems. Can you manage lists or directories of unusual types of content, like schools where your programs are offered? Can you easily define custom forms to collect information from your visitors? Can you support a set of affiliated websites that share some pieces of content, but not others? What about the search engine—if a visitor is searching for something on your website, can they search uploaded documents as well as pages and posts?

Structurally flexible systems offer the ability to display some information in different ways.

What if you need your website to be published in languages other than English? How easy is it to manage a news story with both English and Spanish versions, and how does the system know which one to display? Can you display languages that use different symbols, like Mandarin characters, or that read from right-to-left like Hebrew?

User Roles and Workflow

If only a few people will be working with the content on your website, you don’t need specific functionality to manage user roles or how content tasks flow.
Being able to roll back a page to a previous version can be a lifesaver if something goes awry.

from person to another. But if your site has a lot of complex, categorized content handled by multiple people, a CMS that can assign users permission to add, edit or publish content by site-specific criteria (for example, by type of content or by section) can be useful. For instance, you might want to say that any of 10 people can edit the pages in their own sections, but a central person must approve everything before it can be published. Similarly, it’s often useful to be able to control who can view what on the site.

It can also be helpful for staff members to be able to easily see what needs to be done by whom and when—the ability, for instance, to get notifications from the system when something needs to be reviewed or to create a to-do list. And being able to roll back a page to a previous version can be a lifesaver if something goes awry.

Integrating with a Constituent Management System

Many organizations want to integrate their CMS with a constituent management system to allow people to submit data online, pull information from donation forms into their database, or even tailor web content based on information about the visitor. All of the systems in this report provide the ability to create web forms for collecting information, or mailing list sign-ups, but many don’t have the ability to easily place that data into your database. While most are flexible enough to integrate with widely-used constituent databases that offer an API, like Salesforce, CiviCRM or Salsa, it will potentially require some additional work on the part of a developer. It can be a huge benefit to have built-in integration.

The two systems we reviewed tailored specifically to nonprofits—Luminate and NetCommunity—come integrated with fully-featured databases already set up for managing donors, members, volunteers and other constituents. This integration allows useful features out-of-the-box, like the ability to allow donors and other constituents to log in and update their records or make payments via your website that are then tracked in your database. What’s more, they both allow you to tailor the content on your website to the information you know about a signed in web-visitor—for instance, to show one video to donors who have given in the past and a different video to first-time donors—and to track site actions and conversion in detail by visitor. These robust integrations and powerful features are not inexpensive, however.

Almost all of these systems will allow your visitors to comment on articles or other site content.

Community/Web 2.0

Content Management Systems offer many options for organizations to interact with their constituents. Almost all of these systems will allow your visitors to comment on articles or other site content. Comment features are often distinguished by the quality of their moderation features, however—is there a good automatic Spam filter to keep out obviously unrelated content? Are there ways to ban someone from commenting, or to say that someone can always comment without needing to be moderated? And it’s becomingly increasingly common to allow your site visitors to sign in using their Facebook or Twitter account—does the CMS support this?
Almost all sites will let your users subscribe to your site content through RSS feeds, but can they subscribe via email. Most will allow you to pull content from other sites via RSS and display it on your own, but surprisingly few allow you to moderate which of the items from that RSS feed are displayed.

You don't have to be looking for something very sophisticated to move past the core offerings of most of these systems.

For more advanced community building, social networking features—like the ability for visitors to create their own profiles on your site, and then link to other people or groups—can be useful. So can the ability to accept and post content (such as stories, photos, or whole blogs) from visitors.

Extending Beyond Existing Functionality

You don't have to be looking for something very sophisticated to move past the core offerings of most of these systems. For many of them, this isn't a problem—they're designed to be modular, and there's often a huge range of add-on modules to enhance each system's functionality, with a rich network of developers working to create more. A few of the vendor-supported systems don't offer this kind of network of add-ons, however, making it especially important for you to think through your own needs and how they overlap with what the vendor offers.

If your needs are especially unusual, you may have to create your own add-ons. Make sure the system you choose supports this—not all systems make it easy or even possible to extend the system. Second, look to see what coding language is required. Most systems require either PHP or Microsoft .NET, both of which are commonly used and widely known but are not interchangeable. Plone add-ons are coded in Python, a less widely used programming language, making it harder to find developers to create those add-ons. Many systems will have a substantial learning curve when it comes to building add-ons, and it can take some time to understand the particular syntax and conventions needed to create something that will work with the core systems.

You'll also find that the extent to which systems support this varies as well. More powerful systems are more likely to offer the right structures to support complex add-ons, while less flexible systems might make it difficult to code what you want—particularly when those modules don't match up well with what the core system is set up to support. By definition, an open source system offers access to the source code to allow you to modify whatever you want, but this is usually a path of last resort, as it will mean you're no longer able to get updates or use all the add-ons from the community.

Security

Website scalability isn't going to be an issue for most organizations, and with few exceptions, it's unlikely that traffic to your website will ever exceed the capacity of any of these platforms. That said, all handle caching (keeping site content on a drive instead of in a database so pages can be created more quickly) relatively well, and while you might want to investigate...
further if you expect your site to get tens of thousands of visits a day or more, they’re all likely to meet the traffic needs of the vast majority of nonprofits.

Security is a different story. All software by nature has vulnerabilities, so when you’re shopping for a CMS, it’s not a simple question of a secure system vs. an unsecure system. The ideal CMS is the one with the fewest identified, and fastest resolved, vulnerabilities. It’s important that the system lets users know when there’s a critical update.

Dealing with attacks that take advantage of vulnerabilities is a bit of an arms race, as hackers are constantly on the prowl for weaknesses. The instant one is identified, word starts spreading around the hacker community, which means it’s important that vulnerabilities be fixed immediately—and the more popular the CMS, the faster they need to be fixed. Using a less-popular system actually can be a big advantage here, as they’re considerably less likely to be targeted by hackers.

Support

There are three main avenues for the support of a system: vendors, development and consulting firms, and communities. A system that’s distributed by a vendor will generally have “official” support and training for it, while for-profit consulting and development firms—such as those that help you develop a site—can also provide longterm support for your organization. And many of these systems have a strong community of developers and users that act as informal or third-party support networks.

When choosing a CMS, it’s critical to factor in the ease of getting answers to your questions. What paths are available? Can you hire someone who knows the system to help you? And for all of this, how likely is it that the system will become less widely used—and thus harder to support—in the future?
As you can see, the systems in this report vary wildly in what they can do, and how well they do it. It’s therefore difficult to limit yourself with a blanket statement like “we should only be using open source,” or “this is a Microsoft shop.” Instead, narrow down your shortlist by identifying what features or sets of features are most important to your organization and how much time, effort and money you’re willing to spend creating your website.

Narrow down your shortlist by identifying what features or sets of features are most important to your organization.

To make it easier, we’ve identified four different groups of systems. Which one is for you? That depends on what describes you:

• **You want a simple, straightforward site you can set up yourself with minimal tech skills.** For organizations that just need a web presence and expect to have only about 25 pages or so, it can be cost-effective to forgo a consultant and create the website yourself. WordPress and Squarespace are both relatively easy and straightforward to set up without technical knowledge, and both come with a good amount of pre-packaged templates and graphical themes, many of which are flexible and easy to update yourself. These systems don’t offer as much power as the others, but are likely to meet straightforward needs at a low-price.

• **You need heavy integration with a constituent database.** This category is fairly cut-and-dried in terms of what systems have it and what systems don’t. Blackbaud’s NetCommunity and Luminate both come integrated with a suite of powerful database and fundraising tools tailored specifically to nonprofits. If you’re a larger organization and integrated fundraising, data tracking and tailoring web content to visitor characteristics are important to you, these two systems have much more functionality out of the box than any of the others. You might be able to build some of this functionality into another system, but it would likely require an expensive development project.

• **You plan to invest in a powerful and feature-rich site.** If you’re planning to spend $50,000 or more and need a much more complex website, it might make sense to invest into a powerful system that will last your organization for a long time. Tools like Ektron and Plone provide more flexibility and horsepower in terms of site structure and workflow, which is important for organizations with a large number of users or site content, like a newspaper, but are likely to cost more to set up.

• **You want something in-between.** You’re not a large organization but are planning on hiring a consultant to set up your website, and you’re willing to put down some money on a mid-range tool. In this case, a number of systems would fit your needs, including some that we mentioned above. WordPress, Joomla, DotNetNuke, and ExpressionEngine offer a good combination of power and features. Drupal and eZ Publish are somewhat more complicated but also somewhat more powerful. In this area, it might well make sense to look for a consultant that you like and turn to them to recommend the system that would make sense based on their specialization and your needs.
# COMPARISON MATRIX

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<tr>
<td>Ease of Hosting and Installation</td>
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<tr>
<td>Ease of Setting Up a Simple Site</td>
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<td>Learning Curve to Set Up a Complex Site</td>
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<td>Good</td>
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<tr>
<td>Ease of Content Editing</td>
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<td>Fair</td>
<td>Good</td>
<td>Excellent</td>
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<tr>
<td>Ease of Managing a Site</td>
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<td>User Roles and Workflow</td>
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<td>Excellent</td>
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<tr>
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<td>Support and Community Strength</td>
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* These costs are the minimum one could pay for the software itself with upgrades but without support or implementation. Some of the products, however, include support or implementation in this minimum possible cost, or provide support or implementation at additional cost. See the system reviews for more detail on pricing.

** These costs are for the hosted or Software As a Service version of the system. An installed version is also available; it costs more in the first year, and less in future years.

• None  ○ Fair  ◆ Good  ● Excellent
INDEX OF LOW COST
CONTENT MANAGEMENT SYSTEMS
Now that you’ve read through our thoughts about the systems, it’s time to dive down into more detail. This section provides short Idealware reviews of each of the systems included in this report. They’re arranged in alphabetical order by system name. You can find more detailed reviews of these systems beginning on page 27.

DotNetNuke

DotNetNuke is a polished, relatively powerful system built to run on Microsoft’s .NET platform. A non-technical content administrator can update pages, manipulate images, and control the navigation bar with relative ease—and even easily install new add-ons or language packs. DotNetNuke has strong functionality for managing language, permissions and more complex site structures. As an open source system, it has a strong community, but not as many free add-ons as some of the other options. (The majority of add-ons require a fee to download.)

Drupal

Flexible and powerful, Drupal is a great choice for more complex sites. It supports a wide variety of site structures. With widely used add-ons, you can define very detailed rules as to what content should be displayed where, and build your own custom content types. It has particularly strong support for Web 2.0 and community functionality, including user-submitted content. It is also easy for content administrators to find and update content—once you have installed a WYSIWYG editor to let them format the text, which doesn’t come out of the box. But Drupal’s power comes with complexities. Understanding what the system offers and how to configure it is more difficult than many other systems we reviewed. The flexibility of the system means it is important to think through the best way to accomplish what you want before diving in. Many users will want to hire a consultant familiar with Drupal to help them set up a site rather than trying to go it alone.

Ektron

Ektron offers substantial power for an upfront license fee of about $30,000 to $40,000. It has strong support for user workflow, with customizable email notifications, a dashboard of next actions for each user, and even substantial tools to manage multi-language sites. It also offers advanced support for more complex site structures, social networking, and some integration with Salesforce, Microsoft Dynamics, and HubSpot. Most nonprofits will require a consultant to help set up the system, which is essentially a blank slate when installed. As it does not come with any pre-packed graphic themes, users will need an experience web designer to implement their sites. In addition, the system is not WCAG 2.0-compliant by default, and it would take considerable work to make the administrative interface compliant.

ExpressionEngine

Falling somewhere between a blogging platform or CMS for simple sites and a more powerful enterprise-level solution, ExpressionEngine is a flexible system well-suited to technical users. A large number of free or paid add-on modules, created by vendor and community alike, provide additional functionality in most areas. The system is not optimized for non-technical users, however, and requires a learning curve to set up a site, as well as significant technical knowledge of both HTML and the proprietary coding language to create templates and use more advanced features. While ExpressionEngine does allow for a good variety of unusual and custom content types, the system is not as strong as many others when it comes to workflow.
eZ Publish

eZ Publish provides sophisticated support for advanced taxonomies and site structures, permissions, workflow, and community-building in a polished interface that is relatively easy to use for site administrators. eZ Publish handles multilingual and foreign-language sites quite nicely as well. The system offers a lot of flexibility in graphic design, but there are not many pre-packaged templates available; users will likely have to search around to find them, as there is no official repository for templates. Add-on modules support a wide variety of functionalities. There is both a free and open source community version of the system, as well as an Enterprise system, starting at $12,000 per year for qualified organizations, that provides a hosted implementation, full quality control with releases, and vendor support.

Joomla!

Joomla! is a solid, adaptable utility player that is relatively straightforward to install and set up. While Joomla! supports more complex site structures than WordPress does, it is not as flexible as Drupal or Plone; each piece of content is typically associated with a single page. While this makes the system easier to understand, it can be cumbersome to update and limits very advanced structures, such as organizing the site around a multifaceted taxonomy. It is not easy, for instance, to create your own types of content (a directory of state schools that includes key information about these schools, for example), and then display it in different views on different pages of your site, without using an add-on module. If you’re not sure what any of this means, you probably don’t need to worry about it—these are advanced considerations that won’t apply to the vast majority of sites. Add-on modules support a wide variety of functionalities, from directories to shopping carts to community features, providing a solid base for many different kinds of sites. For this report we reviewed the latest release, Joomla! 3.0.

Luminate

For a substantial price tag, Luminate (formerly by Convio, now part of Blackbaud’s suite) provides powerful functionality to create sophisticated sites deeply integrated with Blackbaud’s (formerly Convio’s) Constituent360 database. When implemented alongside Constituent360, the CMS provides robust support and tracking for fundraising campaigns, self-serve ability for constituents to update their own records, and the ability to tailor any page on the site to practically any criteria tracked in the database—for instance, to show site visitors who have donated more than $100 one piece of content, and others a different piece of content. The system also provides solid support to create sophisticated site structures, content types, workflows, and user communities, and because the system is hosted by the vendor, installation and upgrades require minimal effort. You’ll need to hire Blackbaud or a partner agency to implement the system; it’s not very practical to try to implement it yourself. Because the model for the system does not include add-on modules, it’s not possible to extend the system to include things that aren’t available out-of-the-box, except for online form–based experiences built through the Luminate Online API. Blackbaud has recently acquired several products, including Luminate, with an acquisition of Convio. They announced plans to retire Common Ground, a different Convio product. This consolidation and the similarities between Blackbaud’s NetCommunity (also reviewed in this report) and Luminate cause Idealware concern about the Luminate roadmap, although the vendor states the Luminate Online platform (including CMS) is their lead internet solution for enterprise nonprofits.

NetCommunity

When implemented alongside Blackbaud’s constituent management products (such as The Raiser’s Edge, The Education Edge and Blackbaud CRM), NetCommunity provides robust support and tracking for fundraising campaigns, self-serve functionality for constituents to update their own records, and the ability to tailor any page on the site to practically any criteria tracked in the database. (For instance, it can display one piece of content to site visitors who
have donated more than $100, while displaying a different piece other visitors.) Editing content is straightforward, and the WYSIWYG editor even handles content pasted from Microsoft Word well. However, the system lacks sophisticated functionality in areas like content management via a taxonomy, blogging and social networking. Because the system is often hosted by the vendor, installation and upgrades require minimal effort, but nonprofits will typically need an experienced web designer to implement the system. NetCommunity doesn’t offer access to a whole community of add-ons as a number of the other systems do, but it can be extended by a programmer with knowledge of .NET.

**Plone**

Plone is a powerful, robust system suitable for organizations with complex needs. It is evident why it is used by major newspapers and huge businesses. The system offers a huge degree of flexibility and control, and it supports almost infinitely complicated workflows. With well laid-out and friendly content administration, it’s easy for non-technical administrators to update body text, images and sidebar areas. Its main downside is in system installation and configuration. Plone requires a customized hosting setup (as opposed to a typical Linux/Apache/MySQL/PHP environment). Incorporating add-on modules, creating custom themes and setting up the site structure is all more complex than other open source systems. Even seasoned technologists will likely require training to understand the system, meaning you will probably want to hire a consultant who is already familiar with it. And since Plone is written in Python (unlike the more familiar PHP or .NET of the other systems), it may be harder to find someone to extend the system through custom code. For this report we reviewed the latest release, Plone 4.2.1.

**Squarespace**

A step beyond blogging tools, Squarespace allows non-technical organizations to quickly and easily create or manage a smaller website. Designed with artists and designers in mind, Squarespace handles multimedia, like photos and videos, quite well, and its strong, responsive design makes creating a mobile-friendly site effortless. Templates provided by the vendor offer a large amount of flexibility and customization, as well as drag-and-drop/WYSIWYG layout editors, but you can’t create your own custom templates without the developer platform (currently in Beta). It doesn’t offer a lot of power for large or more complex website structures, but starting at $8 a month, it’s an easy and inexpensive way to create a smaller site or micro-site.

**WordPress**

WordPress is a great choice for fairly small (a few hundred pages or less), simply arranged websites. It’s one of the easiest systems to install and understand, and is easy to maintain and update, putting site setup within the reach of anyone with a sense of technical adventure. There are many predefined graphic themes available; adapting to your particular needs can range from trivial—if the theme allows you to select your own color and add your own logo, for instance—to a relatively straightforward process for someone familiar with HTML and CSS. Updating and editing images and text is also quite straightforward, and multiple add-on modules are available. However, WordPress doesn’t scale as intuitively as other systems to support complex sites. For custom content types or article listings displayed based on automatic rules, you’ll need to try to find a contributed add-on or theme that provides that functionality. There is only limited support for differentiation of user roles, although add-ons are available to support permissions based on section or type of content.
REVIEWS OF THE CONTENT MANAGEMENT SYSTEMS
DotNetNuke is a polished, relatively powerful system built to run on Microsoft’s .NET platform. A non-technical content administrator can update pages, manipulate images, and control the navigation bar with relative ease—and even easily install new add-ons or language packs. DotNetNuke has strong functionality for managing language, permissions and more complex site structures. As an open source system, it has a strong community, but not as many free add-ons as some of the other options. (The majority of add-ons require a fee to download.)

**Pricing**

Community Edition is free for anyone to download, install, and use. Professional Edition starts at $2,998 per year, and Enterprise Edition begins at $4,999 per year. Volume or long-term pricing options are also available.

**Ease of Hosting and Installation**

- **Hosting Environment:** The CMS can be hosted on a standard shared Microsoft Windows Server.
- **Hosting Requirements:** The platform can run on a Windows OS, SQL Server as a database, and .NET as a scripting language, but the system can run Oracle, MySQL, or other databases as well.
- **Time to Install:** A user with experience installing other systems (but not this one) can install the core package in less than 15 minutes.
- **Skills to Install:** Installation does not require technical knowledge beyond how to use FTP and how to set up a database on a web host.
- **Packaged Implementations:** Hosted implementations of the system are available from the vendor. There is an additional annual fee for hosted implementations of the Professional or Enterprise Editions, but the Community Edition has no additional fee.

**Ease of Setting up a Simple Site**

- **Default Setup on Installation:** Upon installation, users can choose to include sample content and one theme.
- **Availability of Pre-Packaged Themes:** Many pre-packaged graphical themes appropriate for a small nonprofit website are available for download.
- **Ease of Theme Installation:** Installing an existing graphical theme is quick and easy from within the administrative interface. Users can search for, preview and install the selected theme. Once it is installed users can preview the theme with their own site content.
- **Updating Themes without Tech Skills:** Both packaged and default themes offer parameters that can easily be changed in a non-technical interface. These parameters vary based on what the theme programmer built into the theme template, but often include easy ways to change the logo, banner, font colors, page colors and more.
- **Completeness:** The core platform includes all typical components to create and administer a basic nonprofit site with a hierarchical page structure.
- **Setting Up Users:** Setting up administrative users is straightforward. The first administrative user is set up during installation; others can be easily added through the administrative tools.
- **Structuring a Simple Site:** Creating a simple 20-page site divided into four sections is relatively intuitive. Pages are added and organized through a non-technical interface on the public face of the website. As users set up each page, they can define whether it should go into the navigation bar or within the site hierarchy.
• **Support for News Stories and Events Calendar:** The core platform supports both a featured news stories function and an events calendar.

• **Documentation on Getting Started:** The platform website provides documentation on getting started with the system in a variety of ways. This documentation is helpful but may be overwhelming to someone new to content management systems.

**Learning Curve to Set Up a Complex Site**

• **Skills Required to Create or Update a Custom Theme:** Creating a custom theme requires HTML/CSS skills and understanding how to work with a fairly complex set of templates.

• **Ease of Understanding What Is Possible:** A technically savvy user is likely to be able to understand the basics of what the system can do and how to do it in a few hours by looking through the options in the administrative interface. However, complex features and options such as custom content types and taxonomies are available but not shown in the administrative interface; users would need to consult the documentation to realize they are available.

• **Documentation:** Substantial documentation on how to use the system, including published books, is available from multiple sources.

• **Available Add-Ons:** The main system website lists hundreds of open source, community-contributed add-on modules available for download. In addition, the main system website lists thousands of commercial third-party add-on modules available for purchase.

• **Where to Find Information on Add-On Modules:** A site administrator can browse and install add-on modules within the system itself. In addition, the main system website has a listing of add-on modules that includes user ratings and reviews.

• **Likelihood that Add-Ons Will Be Needed:** All key functions are available in the core system. Additional functions or shortcuts can be added through add-on modules.

• **Installing an Add-On:** To install an add-on module, a site administrator simply locates the module in the Extensions tab of the administrative interface and installs it with a single click.

• **Importing from a Data File:** Core modules provide functionality to help import a data file of content from a different content management system.

**Ease of Content Editing**

• **Look of Administrative Interface:** The interface for adding or editing content is polished and user-friendly, with an emphasis on icons.

• **Ease of Finding What You Want to Edit:** An administrator can easily find the particular page or article they want to edit within the visitor view of the website (and then click a button to edit it), or they can browse or search through a list of all pages in the administrative interface.

• **Ease of Text Editing:** Editing the text of an existing page is straightforward. Text can be formatted using a standard, Word-style WYSIWYG formatting toolbar.

• **Integration of Advanced Options:** The more advanced page-editing options (the ability to allow comments, define an author, and so on) are handled nicely. When editing a page, users will find them in a separate Advanced Settings tab with a list of collapsed sections that can be easily expanded or edited.

• **Pasting from Word:** The system handles text pasted from Microsoft Word reasonably well. The built-in WYSIWYG editor allows an administrator to paste content and then remove the garbage formatting from Word automatically or manually with a single click.

• **Adding an Image or Document:** An image can be uploaded and added directly from the page-editing form. The user can browse for files from their local drive, then upload to the CMS. Uploaded images or documents can then be added to the content from this interface.

• **Advanced Image Manipulation:** Images can be scaled, cropped and otherwise manipulated when uploaded.
• **YouTube Videos:** YouTube videos can be embedded in a page by pasting the YouTube code into the provided HTML view of the page. Users can install an optional core module that allows them to embed a video on the page as a separate widget.

• **Adding a New Page:** The option to add a new page is relatively prominent through a top navigation bar. New pages are edited in the same way as any other content, and can be published into sections on the site by picking a parent page.

• **Administrative Languages:** The administrative interface is available in over 60 languages, including Spanish, French, Russian, Arabic and Chinese.

• **Reverting to Previous Page Versions:** The core site includes the ability to easily see a history of all previous versions of a content module, and revert back to one of them with the click of a button.

• **Previewing Before Publishing:** A content editor can easily preview their work by clicking a prominent Preview button. This displays the content and layout being edited in the context of the full page.

• **Editor Documentation:** The vendor offers a detailed manual targeted at content editors and non-technical administrators, which covers all the functions they are likely to need.

### Ease of Managing a Site

• **Adding a Section to the Navigation Bar:** As users set each page up, they can define whether that page should go into the navigation bar or if it should fall elsewhere in the site hierarchy.

• **Editing Footers or Sidebars:** Almost all of the text on a site, including typically created footers and sidebars, can be edited by a non-technical content editor using a WYSIWYG interface.

• **Managing Site Users:** A non-technical administrator can easily add, delete or change the security levels of users.

• **Managing Images and Documents:** A non-technical administrator can view the images and documents used on the site through a File Manager. Using this interface, they can find all images and uploaded files and perform bulk actions on files. There is no way to see what documents or images are currently attached to website pages through this interface.

• **Site Backup:** A site administrator can back up the site through standard Windows and SQL Server backup tools. An add-on module provides more robust backup functionality.

• **Amount of Storage Offered:** Because the vendor does not offer hosted implementations of the system, storage space is determined by the third-party host.

• **Upgrade Frequency:** The vendor releases two major upgrades each year, with smaller upgrades released monthly.

• **Upgrades that Affect Themes and Add-Ons:** Major upgrades are unlikely to break correctly coded themes or add-on components.

• **Notification of Out-of-Date Version:** The CMS includes a notice to the administrator when they are using an out-of-date version of the system.

• **Options to Not Upgrade:** The CMS maintains legacy branches, one version behind the current one, so those who choose not to make a major update (which might break themes and add-ons, for instance) can still get security updates, for the period of one calendar year after the new version has been released.

• **Ease of Installing an Upgrade:** To install a new update, the administrator backs up the site, replaces the web files on the server, then uses an automatic upgrade utility in the web interface.

### Structural Flexibility

• **Number of Pages:** There is no practical limit to the number of pages the platform can support.

• **Levels of Hierarchy:** Pages can be arranged into a hierarchy with as many levels as you like.

• **Displaying Content Automatically Based on Category:** Site content and pages can be placed in one or multiple categories. The site can be configured to automatically display the articles in the appropriate sections based on those categories.
• **Support for Unusual Content Types:** There are a few additional content types (such as news items and polls) beyond simple pages or articles. Popular and widely used add-on modules allow administrative users to create custom content types (event listings, a directory of local stores, and so on) and define what fields should be stored for each of them.

• **Related Items:** Add-on modules are available to create a “related items” feature on a page. This will automatically display links to site information similar to that shown.

• **Changing Sidebar Elements without Changing the Template:** An administrator can define which elements show up on which page by hand, or based on sophisticated rules. The rules can be defined on a page-by-page basis, or based on sections, content type or many other aspects.

• **Search Engine:** The system includes a search engine that automatically searches documents as well as all site content.

• **Multi-Language Support:** The system can manage a single piece of site content that appears in multiple languages by creating two versions of the content (for example, one in English, one in Spanish) in a parallel structure.

• **Sharing Content Across a Set of Affiliated Websites:** You can use different themes for different site sections, and define what data can go in each section using RSS feeds.

• **Support for Multiple Domains:** You can support sites with different domains using the same deployment of the CMS.

• **Support for Unicode or Right-to-Left languages:** The system supports unicode and right-to-left languages.

**Graphical Flexibility**

• **Finding Pre-Packaged Themes:** Hundreds of pre-packaged graphical themes are available. The official CMS website includes version compatibility, ratings and download statistics.

• **Ease of Updating Themes via HTML/CSS:** Accessing the HTML and CSS files can only be done via FTP and often classes are defined in many different files, such as for add-on modules and content types. However, for someone with the HTML/CSS skills required to update the look of a static website, the theming files themselves will look relatively familiar. The structure of the site is controlled through HTML with additional .NET and system-specific tags. The visual look of the site is controlled via several to many pure CSS files.

• **Creating a Custom Theme from Scratch:** Creating a custom theme involves creating several different template files depending on the design, a style sheet and, if needed, a screenshot of the theme.

• **Creating a Theme from an HTML Page:** Adapting an existing HTML page and style sheet to create a theme involves several steps: creating template files from the HTML page; creating a style sheet; including any images; determining where content and functional elements should go in the templates; and adding any additional necessary files.

• **Design Flexibility:** This theming structure provides a huge amount of flexibility in site look and layout. It supports nearly any web page that can be designed via HTML and CSS.

• **Defining multiple templates for one site:** An administrator can set up as many page templates for the site as they like and set a default template for new pages. Content editors can further define which page uses which template in the editing screen.

• **Defining the Look of Sidebar Elements:** A nontechnical user interface allows you to control the style of sidebar elements to a granular level.

• **Print-Friendly Version:** The system provides built-in options for print-page functionality and most good themes include a print-friendly version as part of the theme package. In this case, you would simply need to define what pages should show a “print-friendly view” icon.

• **Responsive Design:** The default template automatically resizes to the dimensions of the browser window. Pictures will scale if there are smaller versions are available.

• **HTML5/CSS/Javascript access:** Users have access to the level of coding (HTML5/CSS/Javascript) to create any new template, including one built with responsive design).
Integration with Constituent Data

- **Web Forms**: Add-ons exist that provide a non-technical interface for creating webforms that include checkboxes, radio buttons and conditional fields.
- **Integration with a Constituent Database**: The CMS is not natively integrated with any systems, but can integrate with any software package that provides an open API.
- **Online Donation Forms**: An add-on module provides functionality to accept online payments through the website.
- **Donation Fees**: The system does not charge fees for online payments; the user is only responsible for the typical fees associated with the online merchant account of their choice.
- **Email-to-Donation Conversion Tracking**: There is no way to use the system to see statistics on how many email recipients actually made donations.
- **Constituent Online Portal**: The user can create data collection forms for constituents. Form data can be added to constituent records via an integration with a constituent database through significant work by a programmer.
- **Tailoring Content-Based Constituent Data**: Using add-on modules, the website content can be tailored to show different content based on certain criteria tracked in the constituent records—for example, a video is only seen by those who donated over $50—but the data would need to be pulled in from an external constituent database, which would require significant work by a programmer.

User Roles and Workflow

- **System Roles**: The system supports three administrative content roles: a super user, a site-level administrator, and someone who can draft and publish their own content. Permissions can be granted on a page-by-page basis, so a particular user or user group can have manager permissions to one section and only author permissions to another.
- **Possible Article Statuses**: By default, articles can only be in draft or published mode. Additional states can be defined in specific article workflow add-ons.
- **Notifications**: A notification/events system that allows you to create and send emails when specific configurable events occur is available out of the box.
- **List of System To-Dos**: Site content editors can see a list of content items that need their attention, such as drafts to be published, within the interface.
- **Auto-Publication**: Content can be set up for auto-publication at a specific date and time.

Community/Web 2.0 Functionality

- **Comments**: The content editor can allow site visitors to post comments on blog posts.
- **Comment Moderation**: Popular add-on modules provide detailed comment moderation support and spam filtering, including support for white listing, blacklisting and the popular Akismet Spam filtering package.
- **Blogs**: Blogs, including multi-author blogs, are supported.
- **Community of Blogs**: Both registered or anonymous site visitors can create their own personal blogs on the site, if the administrator allows visitors this ability.
- **Publishing an RSS Feed of Content**: Full support for outgoing RSS feeds is provided.
- **Displaying Others’ RSS Feeds**: Other RSS feeds can be pulled into and displayed as a widget on the site as part of the core functionality.
- **Visitor Profiles**: Public site visitors can create their own site profiles. Profile fields are fully configurable by the site administrator.
- **Social Networking**: The system allows visitors to follow other users (receive updates on their activity), friend other users, participate in forums and create groups.
• **User-Submitted Content:** The system can be configured so that public site visitors can submit and publish content (like a story or photo), which can then be managed by content editors like any other site content.

• **Share This and Facebook “Like”:** “Share this” buttons for sites like Twitter or Facebook can be added through JavaScript into the code of the website. Additionally, a number of widely used add-ons allow site visitors to easily repost an article to sites like Twitter, or to add a Facebook “Like” functionality.

• **Engagement Dashboard:** There is no dashboard of how many people have commented or forwarded information out of the box, but this could be configured into the site by an experienced administrator.

• **Social Sign-On:** Visitors can login using their Facebook or other social network credentials.

• **Email Subscriptions:** Add-on modules can allow visitors to sign up to receive page updates and new comments via email.

**Accessibility**

• **WCAG 2.0 Compliance of Core Themes:** The core theme included with the standard download is accessible to WCAG 2.0 standards.

• **Order of Standard Nav Bar and Content Items:** The standard navigation bar elements and content templates are linearly ordered within the code, to facilitate screen readers for the visually impaired. The order can be modified if desired to make it more accessible.

• **WCAG 2.0 Compliance of Administrative Interface:** The administrator interface is not WCAG 2.0–compliant by default. With additional configuration it is possible to bring it into compliance.

• **Alt Tags:** Users are prompted to include alt text when uploading or editing images but it is not required.

• **Standard Header Tags:** The core system creates standard header tags—like H1 and H2 tags—by default, which is an accessibility and search engine optimization best practice.

**Search Engine Optimization**

• **Page Titles and Metadata:** The HTML page title is pulled straight from the user input title of the page, and can be customized if desired.

• **Human-Readable URLs:** The text used for page URLs is pulled by default from menu item and page names—making it quite readable by default. It is also possible to rename directory or page file names directly.

• **Multimedia Transcripts:** The system does not support the ability to add substantial transcripts for multimedia (audio/video), except by creating a custom content type.

• **Redirect Support:** The core system includes a user interface to manage 301 redirects, allowing users to easily preserve legacy URLs.

• **Automatic XML Site Maps:** The system automatically creates an XML site map to feed search engine crawlers.

**Extending Beyond Existing Functionality**

• **Customization Flexibility:** The tools available to programmers include access to modify or enhance all system functionality.

• **Likelihood that Custom Add-Ons Will be Necessary:** As the system allows administrative users to create custom forms or content types through the administrative tools, and many add-ons are available through the community, it’s unlikely that writing custom add-ons will be necessary—except to integrate outside systems, or for unusual or sophisticated needs.

• **Programming Language for Add-Ons:** Add-on components are coded in Microsoft .NET, a widely used programming language.

• **Updating Core Code:** If you want to extend the system beyond available functionality, you would very rarely need to update the core code.

• **Exporting Content:** The system can create a generic XML, RSS, or data export.
Security

• **Support for Large Amounts of Traffic:** There are no practical limitations (beyond those imposed by hardware) on how much traffic the CMS will support. This is true for at least up to tens of thousands of visitors a day; the scope of this report did not include investigating beyond that.

• **Caching:** Pages are cached natively with a configurable lifetime—users can specify how long pages should be cached.

• **Security Updates:** Security vulnerabilities and updates are published on the vendor or community website. Updates occur frequently.

• **Security Process for Add-Ons and Themes:** There is a security team to address core system vulnerabilities, but they do not review contributed modules.

Support and Community Strength

• **History:** The system has existed since 2002. The DotNetNuke Corporation was incorporated in 2007 and first funded in 2009.

• **Tech Support:** The vendor provides unlimited online and phone technical support to Professional and Enterprise Edition users. Community Edition users do not have the option for commercial tech support, and must instead rely upon the community.

• **Community Support:** The vendor hosts multiple active help forums where users can ask and answer questions about the system.

• **Available Books:** Several reputable books on the system are available.

• **System Governance:** The DotNetNuke Corporation supports the system and leads the development path.

• **Commercial User/Developer Training:** Commercial user or developer training is widely available (via online or traditional classroom).

• **Contextual Help:** There are cues for help that don’t require the user to reference a separate document.
Flexible and powerful, Drupal is a great choice for more complex sites. It supports a wide variety of site structures. With widely used add-ons, you can define very detailed rules as to what content should be displayed where, and build your own custom content types. It has particularly strong support for Web 2.0 and community functionality, including user-submitted content. It is also easy for content administrators to find and update content—once you have installed a WYSIWYG editor to let them format the text, which doesn't come out of the box. But Drupal's power comes with complexities. Understanding what the system offers and how to configure it is more difficult than many other systems we reviewed. The flexibility of the system means it is important to think through the best way to accomplish what you want before diving in. Many users will want to hire a consultant familiar with Drupal to help them set up a site rather than trying to go it alone.

Pricing
As an open source system, the software can be downloaded and installed on your own server without cost. Many nonprofits will want to work with a consulting firm to implement the system.

Ease of Hosting and Installation

- **Hosting Environment**: The CMS can be hosted on a standard (and inexpensive) shared Linux/Apache/MySQL/PHP environment. Shell access is helpful, but not necessary.

- **Hosting Requirements**: Hosting typically requires Linux, APACHE web server, PHP, MySQL. It can, however, run on a Linux, Windows, Macintosh OS, or MS SQL Server, with MySQL, or PostgreSQL databases.

- **Time to Install**: A user with experience installing other systems (but not this one) can install the core package in less than 30 minutes.

- **Skills to Install**: Installation does not require technical knowledge beyond how to FTP and how to install a database on a Web host. Someone without any specific technical experience can install the system using a point-and-click interface on the control panel of many major shared hosting services (for example through a service like Fantastico).

- **Packaged Implementations**: Managed hosting support is widely available through commercial hosting providers.
Ease of Setting up a Simple Site

- **Default Setup on Installation:** Upon installation, the default platform includes default themes for the front end and administration area, with four theme options to choose from.

- **Availability of Pre-Packaged Themes:** Many pre-packaged graphical themes appropriate for a small nonprofit website are available for download.

- **Ease of Theme Installation:** Administrators can install an existing graphical theme by indicating a URL link to the theme package or by uploading files from their computer via the web interface. They then enable it through the interface.

- **Updating Themes without Tech Skills:** Many themes, including the default themes, offer parameters that can easily be changed in a non-technical interface. These parameters vary based on what the theme programmer built into the theme template, but often include easy ways to change the logo, banner, font colors, page colors and more.

- **Completeness:** The system has the ability to manage images through the core system, but in order to format text or place images in the body of the page content you must install a WYSIWYG editor as an add-on module. The core platform does include, however, all other typical components to create and administer a basic nonprofit site with a hierarchical page structure.

- **Setting Up Users:** Setting up administrative users is straightforward. The first user, a super-administrator, is set up during install; others can be easily added through the administrative tools.

- **Structuring a Simple Site:** Creating a simple 20-page site divided into four sections is intuitive. As you set up each page, you can define whether it should go into the navigation bar or within the site hierarchy.

- **Support for News Stories and Events Calendar:** The core platform includes the ability to support featured news stories, and lets you choose to create a custom content type to manage an events calendar.

- **Documentation on Getting Started:** The Drupal.org site provides documentation on getting started with the system in a variety of ways, including screencasts and videos. This documentation is helpful but may be overwhelming to someone new to content management systems.

Learning Curve to Set Up a Complex Site

- **Skills Required to Create or Update a Custom Theme:** Creating a custom theme requires HTML/CSS skills and understanding how to work with a fairly complex set of templates.

- **Ease of Understanding What Is Possible:** The system provides a simplified interface to access configuration options, but the sections themselves are fairly complex, and not all available modules can be found within the simplified interface; those without Drupal experience are still likely to require a day or more to familiarize themselves with what the system can do.

- **Documentation:** Substantial documentation on how to use the system, including published books, is available from multiple sources.

- **Available Add-Ons:** Drupal.org lists thousands of community-contributed add-on modules available for download.

- **Where to Find Information on Add-On Modules:** Drupal.org has a listing of add-on modules and the number of people who have installed each module but not reviews or ratings. Drupalmodules.com provides ratings and reviews of add-on modules.

- **Likelihood that Add-Ons Will Be Needed:** More complex sites will likely require a substantial number of add-on modules in addition to the core code.

- **Installing an Add-On:** To install an add-on module, the site administrator can enter a URL into the administrative interface, or upload the file from their computer. The administrator then enables the theme through the administrative tools.

- **Importing from a Data File:** Add-on modules provide functionality to help import a data file of content from a different content management system.
Ease of Content Editing

- **Look of Administrative Interface:** A top level administration navigation bar on the visitor view provides easy access to key features, while a more complex admin interface consolidates all admin options. An overlay interface allows you to administer items without leaving a particular page.

- **Ease of Finding What You Want to Edit:** An administrator can easily find the particular page or article they want to edit within the visitor view of the website, and then click a button to edit it, or they can browse or search through a list of all pages in the administrative interface.

- **Ease of Text Editing:** The core system does not include a standard, Word-style WYSIWYG formatting toolbar. However, a number are available as add-on modules.

- **Integration of Advanced Options:** The more advanced page-editing options (the ability to allow comments, define an author, and so on) are handled nicely via a vertical tab navigation, making it easy to access additional settings without distracting from the primary page content.

- **Pasting from Word:** Text cannot be easily pasted from Microsoft Word without adding an add-on module to handle text formatting. As there are a number of different text formatting modules, we were unable to test how these modules handle text pasted in from Word.

- **Adding an Image or Document:** Images can be added to the system and manipulated via the core system. Files can be uploaded and attached to articles. In the core, the content type and theme templates must include a prescribed placement of the images for them to show up. Some of the add-on formatting modules allow images or documents to be added directly to the page in the editing form, while others do not.

- **Advanced Image Manipulation:** The 7.0 release includes core features that allow images to be scaled, cropped and otherwise manipulated when uploaded.

- **YouTube Videos:** YouTube videos can be embedded in a page by pasting the YouTube code provided into the HTML view of the page.

- **Adding a New Page:** The option to add a new page is prominent and obvious as a default “shortcut” in the customizable administration “shortcuts” menu, and new articles are edited in the same way as any other. Depending on site structure, in order to display a new page the administrator may need to link it in by hand.

- **Administrative Languages:** The administrative interface is available in 71 languages.

- **Reverting to Previous Page Versions:** The core site includes the ability to easily see a history of all previous version of a page, and revert back to one of them with a click of a button.

- **Previewing Before Publishing:** A content editor can easily preview how pages and posts will look within the context of the full page. However, sidebar items cannot be previewed before making them live. When using the default overlay system, the preview displays only the text block you are editing rather than the text and images in the context of the full page.

- **Editor Documentation:** It is difficult to find a manual specifically targeted at content editors. Considerable documentation is available on how to use the editing systems, but it is presented in a detailed menu system and with a level of complexity that may confuse novice editors.

Ease of Managing a Site

- **Adding a Section to the Navigation Bar:** To add a new navigation bar section, the administrator follows the process for adding a new page, and then defines where in the menu the page should go using the “Menu Settings” section of the page editing interface. Menu items and site hierarchy can be further managed and edited via a drag and drop interface in the Menus administration area.

- **Editing Footers or Sidebars:** Sidebar content items are typically what’s called a “block” in Drupal. If using the overlay system, blocks can be updated simply by clicking on the content, just like editing a page. Otherwise, the can be administered via the Blocks admin screen. The header and footer can also be set up as block areas in the theme. Alternatively, they may be hand coded as part of the theme file, and would be updated in HTML and CSS.
• Managing Site Users: A non-technical administrator can easily add, delete or change the security levels of users.

• Managing Images and Documents: In a standard install of the system, there is no administrative interface that allows non-technical administrators to view the images and documents used on the site. Add-on modules are available for media and file management within the system.

• Site Backup: To back up the website, a site administrator downloads all the site assets (HTML pages, documents, images, and so on) from a single directory on the web server, and then backs up the database either in phpMyAdmin (provided by most web hosts) or using simple commands on the command-line.

• Amount of Storage Offered: Because the governing body of the community does not offer hosted implementations of the system, storage space is determined by the third-party host.

• Upgrade Frequency: The system is supported by an active community, which releases a major upgrade every one to two years, with a substantial number of smaller upgrades in between.

• Upgrades that Affect Themes and Add-Ons: Major upgrades may break existing themes and add-ons. Since January 2007, two updates—both planned, major updates—affect many themes and add-ons.

• Notification of Out-of-Date Version: The CMS includes a notice to the administrator when they are using an out-of-date version of the system.

• Options to Not Upgrade: The CMS maintains legacy branches, one version behind the current, so those who choose not to make a major update (which might break themes and add-ons, for instance) can still get security updates.

• Ease of Installing an Upgrade: To install a new update, the administrator backs up the site, replaces the web files on the server and then uses a web update interface.

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**Structural Flexibility**

• Number of Pages: There is no practical limit to the number of pages the platform can support.

• Levels of Hierarchy: Pages can be arranged into a hierarchy with as many levels as you like.

• Displaying Content Automatically Based on Category: Site articles can be placed in one or multiple categories. The platform automatically displays the articles in the appropriate sections based on those categories.

• Support for Unusual Content Types: Administrative users can create custom-content types (event listings, a directory of local stores, and so on) beyond simples pages or articles, and can define what fields should be stored for each of them.

• Related Items: You can use the included Taxonomy and the community-contributed Views modules to create a “related items” feature on a page. This will automatically display links to site information similar to that shown.

• Changing Sidebar Elements without Changing the Template: An administrator can define which elements show up on which page via the Blocks Administration page. The rules for block display can be defined on a page-by-page basis, or be defined based on sections, content type, or users and roles.

• Search Engine: The system includes a search engine that will searches native content entered in the site. However, the search engine does not index uploaded attachment files such as PDFs or Word files.

• Multi-Language Support: An add-on package helps manage a single piece of site content that appears in multiple languages (for example, a news story with both English and Spanish versions).

• Sharing Content Across a Set of Affiliated Websites: You can use different themes for different site sections, and define what data can go in each section using a variety of criteria. This makes it straightforward to support a group of affiliated websites that share some pieces of content but not others.

• Support for Multiple Domains: You can support sites with different domains using the same deployment of the CMS.

• Support for Unicode or Right-to-Left languages: The system supports unicode and right-to-left languages.
Graphical Flexibility

- **Finding Pre-Packaged Themes:** Hundreds of pre-packaged graphical themes are available. The official CMS website does not include ratings, but it does include download statistics.

- **Ease of Updating Themes via HTML/CSS:** Accessing the HTML and CSS files can only be done via FTP and often classes are defined in many different files, such as for add-on modules and content types. For someone with the HTML/CSS skills required to update the look of a static website, the theming files themselves, however, will look relatively familiar. The structure of the site is controlled through HTML with additional PHP and Drupal specific tags. The visual look of the site is controlled via several-to-many pure CSS files.

- **Creating a Custom Theme from Scratch:** Creating a custom theme involves creating several different template files, a style sheet, a file which defines options and information, and a screenshot of the theme.

- **Creating a Theme from an HTML Page:** Adapting an existing HTML page and style sheet to create a theme involves several steps: creating template files from the HTML page; creating a style sheet; including any images; determining where content and functional elements should go in the templates; and adding any additional necessary files.

- **Design Flexibility:** The theming structure provides a huge amount of flexibility in site look and layout. It supports nearly any web page that can be designed via HTML and CSS.

- **Defining multiple templates for one site:** A technical administrator can set up as many page templates as they like, using file names and conditional coding to define which page uses which template. However, for most sites, administrators are more likely to set the pieces of the page—like sidebars—on and off rather than creating multiple templates.

- **Defining the Look of Sidebar Elements:** Each sidebar element (called a “block” in Drupal) has a specific ID, which can be used in the CSS file to customize styles just for that particular block.

- **Print-Friendly Version:** In order to create a print friendly version, you would install and configure one of the widely used add-on modules and possibly edit PHP and CSS files to customize the output.

- **Responsive Design:** Many community-contributed themes compatible with 7.x are built with responsive design in mind.

- **HTML5/CSS/JavaScript access:** Users have access to the level of coding (HTML5/ CSS/ JavaScript) to create any new template, including one built with responsive design).

Integration with Constituent Data

- **Web Forms:** Site administrators can create custom forms to collect data from visitors, without coding, through an add-on module.

- **Integration with a Constituent Database:** Add-on modules that manage integrations with CiviCRM, Salesforce and Democracy in Action are available. In addition, an add-on module provides basic constituent management functionality within Drupal itself.

- **Online Donation Forms:** Online donation forms can be supported through add-on modules.

- **Donation Fees:** The system does not charge fees for online payments; the user is only responsible for the typical fees associated with the online merchant account of their choice.

- **Email-to-Donation Conversion Tracking:** There is no way through the system to see statistics on how many email recipients actually made donations.

- **Constituent Online Portal:** The user can create data collection forms for constituents. Form data can be added to constituent records via an integration with a constituent database.

- **Tailoring Content-Based Constituent Data:** The website content can be tailored to show different content based on certain criteria tracked in the constituent records—for example, a video that is only seen by those who donated over $50 — via an add-on and integration with a constituent database.
User Roles and Workflow

• **System Roles:** An unlimited number of user roles can be created and ordered into hierarchical groups. A default set of roles (Anonymous User and Authenticated User) is available, and additional roles can be defined to create, edit, publish or delete content based on content type. Each role can be allowed to edit or publish their own content as well as others’. Roles are able to inherit the permissions of their parent and/or children’s roles, simplifying the administration of permissions.

• **Possible Article Statuses:** Articles can only be in draft or published mode. More content states are available through an add-on module.

• **Notifications:** There is no notification system to flag and forward content. However, a popular add-on module is available to provide this functionality.

• **List of System To-Dos:** No dashboard or list of content items that need attention is available in the core system. Community contributed add-ons are available to provide this functionality.

• **Auto-Publication:** Add-on modules allow user to set up content for auto-publication at a specific date and time.

Community/Web 2.0 Functionality

• **Comments:** The content editor can allow site visitors to post comments for any piece of site content.

• **Comment Moderation:** The system provides detailed comment moderation support. Spam filtering is available through popular add-on modules.

• **Blogs:** Blogs, including multi-author blogs, are supported.

• **Community of Blogs:** Registered site visitors can create their own personal blogs on the site, if the administrator allows visitors this ability.

• **Publishing an RSS Feed of Content:** Full support for outgoing RSS feeds is provided, including feeds by topic or section.

• **Displaying Others’ RSS Feeds:** A popular add-on module allows you to pull in and display other RSS feeds on your site, and moderate which items from those feeds you would like to display.

• **Visitor Profiles:** Public site visitors can create their own site profiles. Several default profile fields are fully configurable by the site administrator, and additional fields and tags can be added through the web administration interface.

• **Social Networking:** A popular add-on module allows public site visitors to friend each other and create groups.

• **User-Submitted Content:** The system can be configured so that public site visitors can submit and publish content (like a story or photo), which then can be managed by content editors like any other site content.

• **Share This and Facebook “Like”:** A number of widely used add-ons allow site visitors to easily repost an article to sites like Twitter or Facebook, or to add a Facebook “Like” functionality.

• **Engagement Dashboard:** By using add-on modules, you can create a dashboard overview of how many people have commented or forwarded information.

• **Social Sign-On:** Add-on modules can allow site visitors to log in using their Twitter or Facebook accounts.

• **Email Subscriptions:** Add-on modules can allow visitors to sign up to receive page updates and new comments via email.

Accessibility

• **WCAG 2.0 Compliance of Core Themes:** The default theme is accessible to WCAG 2.0 Level A standards. However, many custom and community-created themes and modules may break this compliance.

• **Order of Standard Nav Bar and Content Items:** The standard navigation bar elements and content templates are reasonably ordered within the code, to facilitate screen readers for the visually impaired. The order can be modified if desired to make it more accessible.
- **WCAG 2.0 Compliance of Administrative Interface:** The administrator interface is not WCAG 2.0–compliant by default. With add-on modules, configuration options and custom themes it is theoretically possible to bring it into compliance.

- **Alt Tags:** Administrators can specify alt information when uploading images to the core system and may have additional options depending on the image management available with the WYSIWYG editor package they install. With the core installation it is not mandatory and defaults to blank.

- **Standard Header Tags:** The core system creates standard header tags—like H1 and H2 tags—by default, which is an accessibility and search engine optimization best practice.

**Search Engine Optimization**

- **Page Titles and Metadata:** The HTML page title is pulled straight from the user input title of the page. Contributed modules allow for control over titles and metadata.

- **Human-Readable URLs:** Human-readable URLs can be created on the page editing screen with the standard installation but are not automatically generated. A popular add-on module called Pathauto provides this option with the ability to generate particular URL patterns based on section or other criteria.

- **Multimedia Transcripts:** Add-on modules exist that provide this functionality.

- **Redirect Support:** 301 redirects are supported by a widely used add-on module.

- **Automatic XML Site Maps:** The system does not automatically create an XML site map to feed search engine crawlers. There are a number of add-ons which can provide this functionality.

**Extending Beyond Existing Functionality**

- **Customization Flexibility:** The tools available to programmers include access to modify or enhance all system functionality.

- **Likelihood that Custom Add-Ons Will be Necessary:** As the system allows for administrative users to create custom forms or content types through the administrative tools, it’s unlikely that writing custom add-ons will be necessary—except to integrate outside systems, or for unusual or sophisticated needs.

- **Programming Language for Add-Ons:** Add-on components are coded in PHP, a widely used programming language.

- **Updating Core Code:** If you want to extend the system beyond available functionality, you would very rarely need to update the core code.

- **Exporting Content:** Add-on modules allow a site administrator to export content and settings out of the system.

**Security**

- **Support for Large Amounts of Traffic:** There are no practical limitations (beyond those imposed by hardware) on how much traffic the CMS will support. This is true for at least up to tens of thousands of visitors a day; the scope of this report did not include investigating beyond that.

- **Caching:** Drupal pages are cached natively with a configurable lifetime—you can specify how long pages should be cached. Blocks (areas of functionality) can be cached as well.

- **Security Updates:** Security vulnerabilities and updates are published on Drupal.org. Updates occur frequently.

- **Security Process for Add-Ons and Themes:** The Drupal community has a security team to review contributed modules. The community publishes a known vulnerabilities list.

**Support and Community Strength**

- **History:** Drupal has existed as an open source project since 2001.

- **Tech Support:** Generally, tech support comes from a network of consultants within the Drupal community. You may be able to obtain tech support for no additional cost through certain Drupal host providers.
• **Community Support**: There are a number of different helpful forums and discussion lists where anyone can ask questions about the system and receive answers. These communities have a reputation for being somewhat less accommodating to newcomers than the other systems.

• **Available Books**: Several reputable books on the system are available.

• **System Governance**: The community is governed by the nonprofit Drupal Foundation.

• **Commercial User/Developer Training**: Commercial user or developer training is widely available (either online or traditional classroom).

• **Contextual Help**: There are cues for help that don’t require the user to go reference a separate document.
Ektron offers substantial power for an upfront license fee of about $30,000 to $40,000. It has strong support for user workflow, with customizable email notifications, a dashboard of next actions for each user, and even substantial tools to manage multi-language sites. It also offers advanced support for more complex site structures, social networking, and some integration with Salesforce, Microsoft Dynamics, and HubSpot. Most nonprofits will require a consultant to help set up the system, which is essentially a blank slate when installed. As it does not come with any pre-packed graphic themes, users will need an experience web designer to implement their sites. In addition, the system is not WCAG 2.0–compliant by default, and it would take considerable work to make the administrative interface compliant.

**Pricing**

Ektron’s initial licensing fee is $15,000 for a single server and domain, and increases based on the number of domains, servers, and users needed by each organization. The vendor reports that a typical nonprofit’s deployment license fee is in the $35,000 range. In subsequent years, clients pay a maintenance fee, which is equal to 20 percent of the license fee, to cover support and upgrades.

**Ease of Hosting and Installation**

- **Hosting Environment**: The CMS can be hosted on a standard shared Microsoft Windows Server. Installing Ektron requires administrator rights to the server to set up and configure accounts, services and applications.
- **Hosting Requirements**: The platform can run on a Windows server; it requires MySQL as a database and .NET as a scripting language.
- **Time to Install**: A user with experience installing other systems (but not this one) can install the core package in less than 30 minutes, using an installation wizard.
- **Skills to Install**: Installation does not require technical knowledge beyond how to use FTP and how to set up a database on your Web host.
- **Packaged Implementations**: Ektron does not offer native hosting. A number of Ektron partners offer Ektron hosting services.
Ease of Setting up a Simple Site

- **Default Setup on Installation:** Upon installation, the platform is basically a blank slate, with sample content and one theme.
- **Availability of Pre-Packaged Themes:** The vendor does not offer pre-packaged graphical themes available for download. Many are available for download through third-parties.
- **Ease of Theme Installation:** To install an existing graphical theme, site administrators can enter a directory location or URL in the administrative interface, or upload the file from their computer. The administrator then enables the theme through the administrative tools.
- **Updating Themes without Tech Skills:** It is not currently possible to update a theme without technical knowledge.
- **Completeness:** The core platform includes all typical components to create and administer a basic nonprofit site with a hierarchical page structure.
- **Setting Up Users:** Setting up administrative users is straightforward. The first administrative user is set up during installation; others can be easily added through the administrative tools.
- **Structuring a Simple Site:** Creating a simple 20-page site divided into four sections can be done straightforwardly. Pages are added and organized through a non-technical interface on the public face of the website.
- **Support for News Stories and Events Calendar:** The core platform supports both a featured news stories function and an events calendar.
- **Documentation on Getting Started:** The platform website provides documentation on getting started with the system in a variety of ways. This documentation is helpful but may be overwhelming to someone new to content management systems.

Learning Curve to Set Up a Complex Site

- **Skills Required to Create or Update a Custom Theme:** Creating a custom theme requires HTML/CSS skills and understanding how to work with a fairly complex set of templates.
- **Ease of Understanding What Is Possible:** Not all site terminology and structure is immediately intuitive, but a technically savvy user should be able to understand what the system can do and how to do it in a few hours by looking through the options in the administrative interface.
- **Documentation:** Substantial documentation on how to use the system, including published books, is available from the vendor.
- **Available Add-Ons:** The system comes with 80 pre-built modules out of the box. Additional vendor-created and community-contributed add-ons are available for download on the vendor website.
- **Where to Find Information on Add-On Modules:** The developer community website for the system has a listing of add-on modules that includes user ratings and reviews.
- **Likelihood that Add-Ons Will Be Needed:** All key functions are available in the core system. Additional functions or shortcuts can be added through add-on modules.
- **Installing an Add-On:** To install an add-on module, a site administrator downloads the package to their computer, uploads it to a particular directory on the server and enables it through the administrative tools.
- **Importing from a Data File:** Add-on modules provide functionality to help import a data file of content from a different content management system.

Ease of Content Editing

- **Look of Administrative Interface:** The interface for adding or editing content is well laid out and relatively approachable.
- **Ease of Finding What You Want to Edit:** An administrator can easily find the particular page or article they want to edit within the visitor view of the website, and then click a button to edit it, or they can browse or search through a list of all pages in the administrative interface.
• **Ease of Text Editing:** Editing the text of an existing page is straightforward. Text can be formatted using a standard, Word-style WYSIWYG formatting toolbar.

• **Integration of Advanced Options:** The more advanced page-editing options (the ability to allow comments, define an author, and so on) are handled nicely—the primary content is very prominent on the page, and other options can be accessed through tabs.

• **Pasting from Word:** The system handles text pasted in from Microsoft Word reasonably well through a “paste from Word” button on the WYSIWYG editor toolbar.

• **Adding an Image or Document:** An image can be uploaded and added directly from the page-editing form. The user can browse for files from their local drive, then upload to the CMS. Uploaded images or documents can then be added to the content from this interface.

• **Advanced Image Manipulation:** Images can be scaled, cropped and otherwise manipulated in very basic ways when uploaded.

• **YouTube Videos:** If the site administrator allows, a content editor can add in a video just like an image. The system allows you to add videos from YouTube (or other streaming services) via a dedicated widget.

• **Adding a New Page:** The option to add a new page is relatively prominent through a top navigation bar. New articles are edited in the same way as any other, and can be published into the site in the section from which they were added.

• **Administrative Languages:** The administrative interface is available in eight languages, including English, Dutch, Spanish, Italian, German, French, simplified Chinese and Japanese.

• **Reverting to Previous Page Versions:** The core site includes the ability to easily see a history of all previous versions of a page, and revert back to one of them with a click of a button.

• **Previewing Before Publishing:** A content editor can easily preview their work. This displays the content and layout being edited in the context of the full page.

• **Editor Documentation:** The vendor offers a detailed manual targeted at content editors and non-technical administrators, which covers all the functions they are likely to need. The manual can be accessed through the administrator dashboard.

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**Ease of Managing a Site**

• **Adding a Section to the Navigation Bar:** If the site administrator allows, the user can add items in the drop-down menus as new content is created. The easiest way to add new menu items is through taxonomy rather than through the administrative interface.

• **Editing Footers or Sidebars:** If the site developer allows, a non-technical user can edit footer/header/sidebar content through a non-technical interface. Defining these editable areas requires creating or modifying site templates or master pages.

• **Managing Site Users:** A non-technical administrator can easily add, delete or change the security levels of users.

• **Managing Images and Documents:** A non-technical administrator can view the images and documents used on the site by creating a custom report. From there, they can find all images and uploaded files, see where they are used on the site and perform bulk actions on their files, including deleting all files that are not currently attached to the website.

• **Site Backup:** The system includes the ability to configure regular backups of the website, which are stored on the vendor's servers, using the included “eSync” module.

• **Amount of Storage Offered:** Because the vendor does not offer hosted implementations of the system, storage space is determined by the third-party host.

• **Upgrade Frequency:** The vendor typically releases one major release (x.5, x.6, x.7) and one minor release (x.5.1, x.6.1) a year.

• **Upgrades that Affect Themes and Add-Ons:** Major upgrades are unlikely to break correctly coded themes and add-ons.
• **Notification of Out-of-Date Version:** The CMS does not include a notice to the administrator when they are using an out-of-date version of the system. Users are notified by email of major version upgrades.

• **Options to Not Upgrade:** The CMS does not maintain legacy branches. To get regular security updates, you must upgrade to the latest major version. However, in the case of a major security flaw, the vendor will sometimes issue service packs for older versions.

• **Ease of Installing an Upgrade:** To install a new update, the administrator backs up the site, replaces the web files on the server, and restarts the system.

**Structural Flexibility**

• **Number of Pages:** There is no practical limit to the number of pages the platform can support.

• **Levels of Hierarchy:** Pages can be arranged into a hierarchy with as many levels as you like.

• **Displaying Content Automatically Based on Category:** Site articles can be placed in one or multiple categories. The platform automatically displays the articles in the appropriate sections based on those categories.

• **Support for Unusual Content Types:** Administrative users can create custom-content types (event listings, a directory of local stores, and so on) beyond simples pages or articles, and can define what fields should be stored for each of them.

• **Related Items:** Users can create a “related items” feature on a page to automatically display links to site information similar to that shown.

• **Changing Sidebar Elements without Changing the Template:** Sidebar templates can be defined separate from page templates. Editors can choose which widget areas appear on a page by defining which sidebar template should be used.

• **Search Engine:** The system includes a search engine that automatically searches documents as well as all site content.

• **Multi-Language Support:** The system will manage site content that appears in multiple languages (for example, a news story with both English and Spanish versions). Translation can be done manually or through an external translation partner (connections with the system exist).

• **Sharing Content Across a Set of Affiliated Websites:** The system provides support for affiliated sites, different themes for different site sections, and for defining what data can go in each section using a variety of criteria. This makes it straightforward to support a group of affiliated websites that share some pieces of content but not others.

• **Support for Multiple Domains:** You can support sites with different domains using the same deployment of the CMS.

• **Support for Unicode or Right-to-Left languages:** The system supports unicode and right-to-left languages.

**Graphical Flexibility**

• **Finding Pre-Packaged Themes:** There are no pre-packaged themes available.

• **Ease of Updating Themes via HTML/CSS:** Accessing the HTML and CSS files can be done via Microsoft Visual Studio. For someone with the HTML/ CSS skills required to update the look of a static website, the theming files themselves will look relatively familiar. The structure of the site is controlled through HTML with additional .NET and system-specific tags. The visual look of the site is controlled via several to many pure CSS files.

• **Creating a Custom Theme from Scratch:** Creating a custom theme involves generating a theme package with a utility, and then creating and adding several different template files, a style sheet, and an information file to the skeleton created by the theme utility.

• **Creating a Theme from an HTML Page:** Adapting an existing HTML page and style sheet to create a theme involves several steps: creating template files from the HTML page; creating a style sheet; including any images;
determining where content and functional elements should go in the templates; and adding any additional necessary files.

- **Design Flexibility:** This theming structure provides a huge amount of flexibility in site look and layout. It supports nearly any web page that can be designed via HTML and CSS.

- **Defining multiple templates for one site:** An administrator can set up as many page templates for the site as they like and set a default template for new pages. Content editors can further define which page uses which template in the editing screen.

- **Defining the Look of Sidebar Elements:** Various controls exist to style sidebar elements on a group or individual basis by indicating CSS style names via the administrative interface. Additionally, CSS can reference particular sidebar areas to be styled appropriately.

- **Print-Friendly Version:** In order to create a print-friendly version, you would create a separate style sheet to remove non-printable elements.

- **Responsive Design:** The user can create responsive design templates using .NET, provided they are familiar enough.

- **HTML5/CSS/Javascript access:** Users have access to the level of coding (HTML5/ CSS/ JavaScript) to create any new template, including one built with responsive design.

### Integration with Constituent Data

- **Web Forms:** The system allows for the creation of forms to capture information from visitors, donations, advocacy actions, or event sign-ups, without coding.

- **Integration with a Constituent Database:** The system has a native integration with HubSpot. Other integrations can be built using .NET. Connections currently exist for Salesforce and Dynamics.

- **Online Donation Forms:** The system allows users to create forms for online transactions (donations, for instance). The system must be connected to a separate payment processing system (through an API, for example) in order to handle payment processing.

- **Donation Fees:** The system does not charge fees for online payments; the user is only responsible for the typical fees associated with the online merchant account of their choice.

- **Email-to-Donation Conversion Tracking:** Analytics for programs and marketing campaigns, including statistics on how many email recipients actually made donations, are provided through HubSpot and the Digital Experience Hub, which require an additional fee.

- **Constituent Online Portal:** The user can create data collection forms for constituents. Form data can be added to constituent records via integration with a constituent database.

- **Tailoring Content-Based Constituent Data:** The website content can be tailored to show different content based on certain criteria tracked in the constituent records (for example, a video is only seen by those who donated over $50), via an integration with a constituent database.

### User Roles and Workflow

- **System Roles:** An unlimited number of user roles can be created and ordered into hierarchical groups. A default set of roles (Anonymous User and Authenticated User) is available, and additional roles can be defined to create, edit, publish or delete content based on content type. Roles cannot be defined based on content section, however. (For example, one user can publish content in the International News section but not the Weather section). Each role can be allowed to edit or publish their own content as well as others’. Roles are also able to inherit the permissions of their parent and/or children’s roles, simplifying the administration of permissions.

- **Possible Article Statuses:** An article can be in draft, published or archived/expired mode. More content states can be configured by the system administrator to correspond with a workflow.

- **Notifications:** A notification/events system that allows you to create and send emails when specific configurable events occur is available out-of-the-box. Desktop dashboard notifications based on reports are also available.
• **List of System To-Dos:** You can create, with an out-of-the-box feature, a “dashboard”—a list of items that need attention. For example, you can show each content editor the drafts that await publication.

• **Auto-Publication:** Content can be set up for auto-publication at a specific date and time.

### Community/Web 2.0 Functionality

• **Comments:** The content editor can allow site visitors to post comments for any piece of site content.

• **Comment Moderation:** The system provides detailed comment moderation support. Spam filtering is available through popular add-on modules.

• **Blogs:** Blogs, including multi-author blogs, are supported.

• **Community of Blogs:** In order to create personal blogs on the site, authors need to be set up by a site administrator. They can then create and publish their own content on the site.

• **Publishing an RSS Feed of Content:** Full support for outgoing RSS feeds is provided including feeds by topic or section.

• **Displaying Others’ RSS Feeds:** Other RSS feeds can be pulled into and displayed as a widget on the site as part of the core functionality.

• **Visitor Profiles:** Public site visitors can create their own site profiles. Several default profile fields are fully configurable by the site administrator.

• **Social Networking:** The system allows visitors to follow other users (receive updates on their activity), participate in forums, and create groups.

• **User-Submitted Content:** The system can be configured so that public site visitors can submit and publish content (like a story or a photo), which then can be managed by a content editor like any other site content.

• **Share This and Facebook “Like”:** A number of widely used add-ons allow site visitors to easily repost an article to sites like Twitter or Facebook, or to add a Facebook “Like” functionality.

• **Engagement Dashboard:** You can create a dashboard overview of how many people have commented or forwarded information via HubSpot and the Digital Experience Hub, which requires an additional fee.

• **Social Sign-On:** The system supports Facebook sign-in out of the box. Social sign-in through other networks are custom to each implementation.

• **Email Subscriptions:** Visitors can subscribe to view new comments and page updates via email even without needing to post a comment first.

### Accessibility

• **WCAG 2.0 Compliance of Core Themes:** The vendor does not provide pre-built themes. Developers are free to create their own themes and have them meet any standards/compliance requirements that they need.

• **Order of Standard Nav Bar and Content Items:** The site designer has the ability to linearly order standard navigation bar elements and content templates within the code to facilitate screen readers for the visually impaired.

• **WCAG 2.0 Compliance of Administrative Interface:** Parts of the administration interface are WCAG 2.0 compliant—including the basic editing interfaces. However, it is not possible to bring the entire application into compliance at this time.

• **Alt Tags:** Users are prompted to include alt text when uploading or editing images but it is not required.

• **Standard Header Tags:** The core system does not by default create any header tags—like H1 and H2 tags—at all. The theme developer can define whether or not to use standard header tags, which are desirable for accessibility and search engine optimization purposes.
Search Engine Optimization

- **Page Titles and Metadata:** The HTML page title is pulled straight from the user input title of the page.
- **Human-Readable URLs:** The text used for page URLs is pulled by default from menu items and page names—making it automatically quite readable. It is also possible to rename directory or page file names directly.
- **Multimedia Transcripts:** The system does not support the ability to add substantial transcripts for multimedia (audio/video).
- **Redirect Support:** The vendor provides a user interface to manage 301 redirects, allowing users to easily preserve legacy URLs.
- **Automatic XML Site Maps:** The system automatically creates an XML site map to feed search engine crawlers.

Extending Beyond Existing Functionality

- **Customization Flexibility:** The tools available to programmers include access to modify or enhance all system functionality.
- **Likelihood that Custom Add-Ons Will be Necessary:** As the system allows administrative users to create custom forms or content types through the administrative tools, and many add-ons are available through the vendor, it is unlikely that writing custom add-ons will be necessary—except to integrate outside systems, or for unusual or sophisticated needs.
- **Programming Language for Add-Ons:** Add-on components are coded in Microsoft .NET, a widely used programming language.
- **Updating Core Code:** The vendor does not allow access to the system’s core code. Instead, you would install or create add-on modules.
- **Exporting Content:** The system can create a generic export in an XML format.

Security

- **Support for Large Amounts of Traffic:** There are no practical limitations (beyond those imposed by hardware) on how much traffic the CMS will support. This is true for at least up to tens of thousands of visitors a day; the scope of this report did not include investigating beyond that.
- **Caching:** Pages are cached natively with a configurable lifetime—you can specify how long pages should be cached.
- **Security Updates:** Security vulnerabilities and updates are published on the vendor or community website.
- **Security Process for Add-Ons and Themes:** The vendor has a security team to review contributed modules.

Support and Community Strength

- **History:** Ektron was founded in 1998, and the current product CMS400.NET was first released in 2003.
- **Tech Support:** The vendor provides support as part of its standard maintenance offering. Different support levels are available, including 24/7.
- **Community Support:** The vendor hosts an active help forum where users can ask and answer questions about the system.
- **Available Books:** At least one reputable book on the system is available.
- **System Governance:** The vendor supports the system and leads the development path.
- **Commercial User/Developer Training:** The vendor offers both commercial user and developer training, either online or through traditional classroom instruction.
- **Contextual Help:** There are cues for help that don’t require the user to reference a separate document.
Falling somewhere between a blogging platform or CMS for simple sites and a more powerful enterprise-level solution, ExpressionEngine is a flexible system well-suited to technical users. A large number of free or paid add-on modules, created by vendor and community alike, provide additional functionality in most areas. The system is not optimized for non-technical users, however, and requires a learning curve to set up a site, as well as significant technical knowledge of both HTML and the proprietary coding language to create templates and use more advanced features. While ExpressionEngine does allow for a good variety of unusual and custom content types, the system is not as strong as many others when it comes to workflow.

**Pricing**

A non-commercial license for a nonprofit starts at $149.95. Additional features, like the forum module, cost extra, and range from $25 to $80. [http://expressionengine.com/overview/pricing](http://expressionengine.com/overview/pricing)

**Ease of Hosting and Installation**

- **Hosting Environment:** The CMS can be hosted on a standard (and inexpensive) shared Linux/Apache/MySQL/PHP environment.
- **Hosting Requirements:** The platform can run on a Linux, Windows or Macintosh OS; it requires MySQL as a database and PHP as a scripting language.
- **Time to Install:** A user with experience installing other systems (but not this one) can install the core package in less than 30 minutes, using an installation wizard.
- **Skills to Install:** Installation does not require technical knowledge beyond how to use FTP and how to set up a database on your Web host.
- **Packaged Implementations:** The vendor does not offer hosting, and recommends that the user host the system themselves on a compatible hosting environment.

**Ease of Setting up a Simple Site**

- **Default Setup on Installation:** Upon installation, the platform is basically a blank slate, without any default themes or content.
- **Availability of Pre-Packaged Themes:** The vendor does not offer pre-packaged graphical themes. Many are available for download via third parties.
• **Ease of Theme Installation:** Themes can only be installed during the initial system installation. There is currently no way to install themes to an existing implementation of the system.

• **Updating Themes without Tech Skills:** It is not currently possible to update a theme without technical knowledge.

• **Completeness:** The core platform includes most typical components needed to create and administer a basic nonprofit site with a hierarchical page structure

• **Setting Up Users:** Setting up administrative users is straightforward. The first administrative user is set up during installation; others can be easily added through the administrative tools.

• **Structuring a Simple Site:** The user must understand a number of core concepts specific to the system and decide on one of a number of ways to implement it in order to set up a basic site, making it not as intuitive to set up as some of the other systems.

• **Support for News Stories and Events Calendar:** The core platform supports both a featured news stories function and an events calendar. Creating recurring events would require an add-on module.

• **Documentation on Getting Started:** The platform website provides documentation on getting started with the system in a variety of ways. This documentation is helpful but may be overwhelming to someone new to content management systems.

### Learning Curve to Set Up a Complex Site

• **Skills Required to Create or Update a Custom Theme:** Creating a custom theme requires HTML/CSS skills and understanding how to work with a fairly complex set of templates.

• **Ease of Understanding What Is Possible:** Not all site terminology and structure is immediately intuitive, but a technically savvy user should be able to understand what the system can do and how to do it in a few hours by looking through the options in the administrative interface.

• **Documentation:** Substantial documentation on how to use the system is available on the platform website. There are several books written on the system.

• **Available Add-Ons:** The main system website lists many first-party add-on modules available for download. A partner website, http://devot-ee.com, lists thousands of third-party add-on modules available for download.

• **Where to Find Information on Add-On Modules:** A partner website, http://devot-ee.com, lists over 1,000 add-on modules, including ratings and reviews.

• **Likelihood that Add-Ons Will Be Needed:** All key functions are available in the core system. Additional functions or shortcuts can be added through add-on modules.

• **Installing an Add-On:** To install an add-on module, a site administrator downloads the package to their computer, uploads it to a particular directory on the server and enables it through the administrative tools.

• **Importing from a Data File:** Add-on modules provide functionality to help import a data file of content from a different content management system.

### Ease of Content Editing

• **Look of Administrative Interface:** The interface for adding or editing most content is not as visually polished by default as many other systems, but rather highly stripped-down and simple, making it easy to use.

• **Ease of Finding What You Want to Edit:** An administrator can browse or search through a list of all pages in the administrative interface. They cannot, out of the box, click on a page on the visitor view of the website in order to edit the content, but this functionality can be added by the site developer into the page template.

• **Ease of Text Editing:** Editing the text of an existing page is straightforward. Text can be formatted using a limited WYSIWYG formatting toolbar, which includes most, but not all, common formatting options a user is likely to need. A number of widely available add-on text editors provide more robust functionality.
• **Integration of Advanced Options:** The more advanced page-editing options (the ability to allow comments, define an author, and so on) are handled nicely: the primary content is very prominent on the page, and other options can be accessed through tabs.

• **Pasting from Word:** The default rich text editor installed in the core system does not handle text pasted in from Microsoft Word well. Garbage tags appear on the final web page unless they are deleted by hand, and the original font styles from Word (which are unlikely to match the style of the website) are preserved. Add-on text editors vary in their support in this area.

• **Adding an Image or Document:** An image can be uploaded and added directly from the page-editing form. The user can browse for files from their local drive, then upload to the CMS. Uploaded images or documents can then be added to the content from this interface.

• **Advanced Image Manipulation:** Images can be automatically resized to pre-determined dimensions and rotated during upload from the publishing page. Images may also be scaled or cropped to specific dimensions or otherwise manipulated after upload through a separate file manager interface.

• **YouTube Videos:** If the site administrator allows, a content editor can add a video just like an image. Some add-ons allow you to embed YouTube videos by URL or using the provided embed code.

• **Adding a New Page:** The option to add a new page is relatively prominent through a top navigation bar. New articles are edited in the same way as any other, and can be published into the site in the section from which they were added.

• **Administrative Languages:** The administrative interface is available in 16 languages, and more can be added through free language packs.

• **Reverting to Previous Page Versions:** Revisions for site content can be set to be automatically created. It is not easy to see a previous version, but you can easily revert to one from the Revisions tab of the page editing interface.

• **Previewing Before Publishing:** If the site administrator turns the functionality on, an end user can see a preview version of a specific content object in a defined preview template for that object.

• **Editor Documentation:** The vendor offers a detailed manual targeted at content editors and non-technical administrators, which covers all the functions they are likely to need.

**Ease of Managing a Site**

• **Adding a Section to the Navigation Bar:** The way that a non-technical user adds sections to the nav bar varies considerably—in how it would be done, or even if it can be done—based on the way the system is implemented.

• **Editing Footers or Sidebars:** If the site developer allows, a non-technical user can edit any content area, including footer/header/sidebar content, through a non-technical interface. Defining these editable areas requires creating or modifying site templates or master pages.

• **Managing Site Users:** A non-technical administrator can easily add, delete or change the security levels of users.

• **Managing Images and Documents:** A non-technical administrator can view the images and documents used on the site. There's no way to see what documents or images are currently attached to website pages through this interface, however.

• **Site Backup:** To back up the website, a site administrator downloads all the site assets (HTML pages, documents, images, and so on) from a single directory on the web server, then backs up the database either in phpMyAdmin (provided by most web hosts) or using simple commands on the command line. Add-on modules exist to provide additional backup functionality.

• **Amount of Storage Offered:** Because the vendor does not offer hosted implementations of the system, storage space is determined by the third-party host.

• **Upgrade Frequency:** Major version updates to the system (1.0, 2.0, etc.) are infrequent. The vendor releases multiple incremental upgrades each year.

• **Upgrades that Affect Themes and Add-Ons:** Major upgrades may break existing add-on components but correctly coded themes should not be adversely affected by most system upgrades.
• **Notification of Out-of-Date Version:** The CMS includes a notice to the administrator when they are using an out-of-date version of the system.

• **Options to Not Upgrade:** The CMS does not maintain legacy branches. To get security updates, you must upgrade to the latest major version.

• **Ease of Installing an Upgrade:** To install a new update, the administrator backs up the site, downloads the upgrade files, and then uses an automatic upgrade utility in the web interface.

**Structural Flexibility**

• **Number of Pages:** There is no practical limit to the number of pages the platform can support.

• **Levels of Hierarchy:** Pages can be arranged into a hierarchy with as many levels as you like.

• **Displaying Content Automatically Based on Category:** Site content can be placed in one or multiple categories. The platform automatically displays the articles in the appropriate sections based on those categories.

• **Support for Unusual Content Types:** Administrative users can create custom-content types (event listings, a directory of local stores, and so on) beyond simple pages or articles, and can define what fields should be stored for each of them.

• **Related Items:** You can create a “related items” feature on a page to automatically display links similar to that shown, based on search criteria, categories or more.

• **Changing Sidebar Elements without Changing the Template:** An administrator can define which elements, including sidebars, show up on which page by hand, or based on rules. The rules can be defined on a page-by-page basis, or based on sections, content type, or many other aspects.

• **Search Engine:** The system includes a search engine that searches native content entered in the site. However, the search engine does not index uploaded attachment files such as PDFs or Word files.

• **Multi-Language Support:** An add-on package helps manage a single piece of site content that appears in multiple languages (for example, a news story with both English and Spanish versions).

• **Sharing Content Across a Set of Affiliated Websites:** You can use different themes for different site sections, and define what data can go in each section using a variety of criteria. This makes it straightforward to support a group of affiliated websites that share some pieces of content but not others.

• **Support for Multiple Domains:** You can support sites with different domains using the same deployment of the CMS.

• **Support for Unicode or Right-to-Left languages:** The system supports unicode and right-to-left languages.

**Graphical Flexibility**

• **Finding Pre-Packaged Themes:** Hundreds of pre-packaged graphical themes are available. There is no official template repository, but many third-party sites offer templates.

• **Ease of Updating Themes via HTML/CSS:** HTML and CSS files are easily accessed via the web administration interface or via a file browser. For someone with the HTML/CSS skills required to update the look of a static website, the theming process will look very familiar.

• **Creating a Custom Theme from Scratch:** Creating a custom theme involves creating the HTML and CSS for the theme from scratch.

• **Creating a Theme from an HTML Page:** Adapting an existing HTML page and style sheet to create a theme involves copying and pasting the HTML and CSS files into the template, and then adding the appropriate ExpressionEngine tags where content should be placed.

• **Design Flexibility:** This theming structure provides a huge amount of flexibility in site look and layout. It supports nearly any web page that can be designed via HTML and CSS.

• **Defining multiple templates for one site:** An administrator can set up as many page templates for the site as they like and set a default template for new pages. Content editors can further define which page uses which template in the editing screen.
• **Defining the Look of Sidebar Elements:** Each sidebar element has a specific ID, which can be used in the CSS file to customize styles just for that particular area.

• **Print-Friendly Version:** In order to create a print-friendly version, you would create a separate style sheet to remove non-printable elements.

• **Responsive Design:** The system does not provide any responsive design templates out of the box, but the user can create one using HTML and CSS, provided they are familiar enough.

• **HTML5/CSS/Javascript access:** Users have access to the level of coding (HTML5/CSS/Javascript) to create any new template, including one built with responsive design.

### Integration with Constituent Data

• **Web Forms:** There is no non-technical interface for creating forms to capture information from site visitors. Users must create forms using HTML. Add-ons exist that provide a non-technical interface for creating webforms that include checkboxes, radio buttons, and conditional fields.

• **Integration with a Constituent Database:** The system does not currently integrate with any constituent databases. The vendor reports plans to integrate with Salesforce, a popular browser-based CRM. The system itself includes a simple database that could be used to track small numbers of constituents for organizations with basic needs.

• **Online Donation Forms:** There is no native support for online donation forms. FreeForm, a popular add-on module, provides this functionality.

• **Donation Fees:** N/A

• **Email-to-Donation Conversion Tracking:** There is no way through the system to see statistics on how many email recipients actually made donations.

• **Constituent Online Portal:** There is no native support for constituents to update their own records online in a separate constituent database.

• **Tailoring Content-Based Constituent Data:** You cannot tailor the website to show different content based on certain criteria tracked in the constituent records (for example, a video that is only seen by those who donated over $50) without extensive coding.

### User Roles and Workflow

• **System Roles:** Administrative users can be grouped into roles to facilitate permissions. Roles can be granted by content object. It is possible to structure the site in a way that makes it easy to grant permissions based on content section, so that a particular user or user group can have manager permissions to one section and only author permissions to another. Content-level permissions are controlled by a specific content object called a “Channel,” which can be implemented into a site in different ways, with different implications on content-level permissions.

• **Possible Article Statuses:** By default, articles can only be in draft or published mode. Site administrators can set up more statuses if desired.

• **Notifications:** A simple notification/events system allows you to create and send emails when specific events occur.

• **List of System To-Dos:** No substantial dashboard or list of content items that need attention is available out of the box. Add-ons are available to provide this functionality, or a qualified site administrator could create a dashboard themselves.

• **Auto-Publication:** Content can be set up for auto-publication at a specific date and time.

### Community/Web 2.0 Functionality

• **Comments:** The content editor can allow logged-in site visitors to post comments for any piece of site content.

• **Comment Moderation:** The system provides access to detailed Spam filtering and detailed comment moderation support, including the ability to individually whitelist or blacklist users.
• **Blogs**: Blogs, including multi-author blogs, are supported.

• **Community of Blogs**: In order to create personal blogs on the site, authors need to be set up by a site administrator. They can then create and publish their own content on the site.

• **Publishing an RSS Feed of Content**: Full support for outgoing RSS feeds is provided, including feeds by topic or section.

• **Displaying Others’ RSS Feeds**: A popular add-on module allows you to pull in and display other RSS feeds on your site, and moderate which items from those feeds you would like to display.

• **Visitor Profiles**: Public site visitors can create their own site profiles. Several default profile fields are fully configurable by the site administrator.

• **Social Networking**: Through the forum module (which costs an additional $50), the system allows visitors to follow other users (receive updates on their activity), participate in forums and create groups.

• **User-Submitted Content**: The system can be configured so that public site visitors can submit and publish content (like a story or a photo), which can then be managed by a content editor like any other site content.

• **Share This and Facebook “Like”**: Administrators can add the script for “Share This” or “Like” links through code to allow site visitors to repost to sites like Twitter or Facebook.

• **Engagement Dashboard**: By using add-on modules, administrators can create a dashboard overview of how many people have commented or forwarded information.

• **Social Sign-On**: Add-on modules can allow site visitors to log in using their Twitter or Facebook accounts.

• **Email Subscriptions**: Visitors can subscribe to view new comments and page updates via email without needing to post a comment first.

### Accessibility

• **WCAG 2.0 Compliance of Core Themes**: The vendor does not provide pre-built themes. Developers are free to create their own themes and have them meet any standards/compliance requirements that they need.

• **Order of Standard Nav Bar and Content Items**: The site designer has the ability to linearly order standard navigation bar elements and content templates within the code to facilitate screen readers for the visually impaired.

• **WCAG 2.0 Compliance of Administrative Interface**: The administrator interface is not WCAG 2.0–compliant by default. A designer would need to create a custom control panel theme to be compliant.

• **Alt Tags**: Users can include alt text when uploading or editing images if the system is configured to allow it.

• **Standard Header Tags**: The core system does not by default create any header tags—like H1 and H2 tags—at all. The theme developer can define whether or not to use these standard header tags, which are desirable for accessibility and search engine optimization purposes.

### Search Engine Optimization

• **Page Titles and Metadata**: The HTML page title can be pulled straight from the user input title of the page, and can be customized if desired.

• **Human-Readable URLs**: The text used for page URLs is pulled by default from menu item and page names—making it quite readable by default. It is also possible to rename directory or page file names directly.

• **Multimedia Transcripts**: The system does not support the ability to add substantial transcripts for multimedia (audio/video), except by creating a custom content type.

• **Redirect Support**: Users cannot create redirects (for marketing efforts or to preserve legacy URLs from a previous system, for example). Users are expected to create redirects with their web host.

• **Automatic XML Site Maps**: The system does not automatically create an XML site map to feed search engine crawlers. There are a number of add-ons which can provide this functionality.
Extending Beyond Existing Functionality

- **Customization Flexibility**: The tools available to programmers include access to modify or enhance all system functionality.
- **Likelihood that Custom Add-Ons Will be Necessary**: As the system allows administrative users to create custom forms or content types through the administrative tools, and many add-ons are available through the community, it is unlikely that writing custom add-ons will be necessary—except to integrate outside systems, or for unusual or sophisticated needs.
- **Programming Language for Add-Ons**: Add-on components are coded in PHP, a widely used programming language.
- **Updating Core Code**: The vendor does not allow consumer access to the system’s core code. Instead, you would install or create add-on modules.
- **Exporting Content**: A website developer can, if desired, create a generic export in an RSS, XML or JSON format.

Security

- **Support for Large Amounts of Traffic**: There are no practical limitations (beyond those imposed by hardware) on how much traffic the CMS will support. This is true for at least up to tens of thousands of visitors a day; the scope of this report did not include investigating beyond that.
- **Caching**: Queries and templates are cached natively with a configurable lifetime—administrators can specify how long content should be cached.
- **Security Updates**: The vendor distributes security advisories to users via email notifications and the ExpressionEngine blog. The vendor reports that they have never had a security vulnerability that warranted a bulletin.
- **Security Process for Add-Ons and Themes**: The vendor does not have a security team to review contributed modules.

Support and Community Strength

- **History**: The vendor was founded in 2001. ExpressionEngine was released in 2004.
- **Tech Support**: The vendor provides tech support for the system only through a technical support forum, accessible through the product website. The vendor does not offer phone support. A sizable number of network of consultants also support the product.
- **Community Support**: The vendor hosts an active help forums where users can ask and answer questions about the system.
- **Available Books**: Several reputable books on the system are available.
- **System Governance**: The vendor supports the system and leads the development path.
- **Commercial User/Developer Training**: The vendor offers both commercial user and developer training, either online or through traditional classroom instruction.
- **Contextual Help**: There are cues for help that don’t require the user to reference a separate document.
eZ Publish provides sophisticated support for advanced taxonomies and site structures, permissions, workflow, and community-building in a polished interface that is relatively easy to use for site administrators. eZ Publish handles multilingual and foreign-language sites quite nicely as well. The system offers a lot of flexibility in graphic design, but there are not many pre-packaged templates available; users will likely have to search around to find them, as there is no official repository for templates. Add-on modules support a wide variety of functionalities. There is both a free and open source community version of the system, as well as an Enterprise system, starting at $12,000 per year for qualified organizations, that provides a hosted implementation, full quality control with releases, and vendor support.

Pricing

The Community version can be acquired without charge. For the Enterprise version, pricing ranges from a basic package that starts at $12,000 per year for qualified organizations to a more comprehensive solution set at over $100,000 per year.

Ease of Hosting and Installation

- **Hosting Environment:** The CMS can be hosted on a standard (and inexpensive) shared Linux/Apache/MySQL/PHP environment. Shell access is not specifically required, but installation can be substantially complicated without it.
- **Hosting Requirements:** The platform can run under a Linux or Windows OS, with PHP as a scripting language. The core system requires MySQL or PostgreSQL, but add-on modules can be installed to use Oracle as a database instead.
- **Time to Install:** A user with experience installing other systems (but not this one) can install the core package in less than 30 minutes.
- **Skills to Install:** Installation does not require technical knowledge beyond how to use FTP and how to set up a database on your Web host.
- **Packaged Implementations:** The Enterprise version of eZ Publish is itself a packaged implementation of the system.

Ease of Setting up a Simple Site

- **Default Setup on Installation:** Upon installation, the platform is basically a blank slate, with four themes.
Availability of Pre-Packaged Themes: Several pre-packaged themes are available. There is no official template repository, but third-party sites offer templates.

Ease of Theme Installation: Installing an existing graphical theme is quick and easy from within the administrative interface. You can search for, preview and install the selected theme. Once it is installed you can preview the theme with your own site content.

Updating Themes without Tech Skills: Both packaged and default themes offer parameters that can easily be changed in a non-technical interface. These parameters vary based on what the theme programmer built into the theme template, but often include easy ways to change the logo, banner, font colors, page colors and more.

Completeness: The core platform includes all typical components to create and administer a basic nonprofit site with a hierarchical page structure.

Setting Up Users: Setting up administrative users is straightforward. The first admin user is set up during install; others can be easily added through the administrative tools.

Structuring a Simple Site: Creating a simple 20-page site divided into four sections is relatively intuitive. Pages are added and organized through a non-technical interface on the public face of the website.

Support for News Stories and Events Calendar: The core platform supports both a featured news stories function and an events calendar.

Documentation on Getting Started: The platform website provides documentation on getting started with the system in a variety of ways. It is well organized to allow new users to quickly find the material they are most interested in.

Learning Curve to Set Up a Complex Site

Skills Required to Create or Update a Custom Theme: Creating a custom theme requires HTML/CSS skills and understanding how to work with a fairly complex set of templates.

Ease of Understanding What Is Possible: Not all site terminology and structure is immediately intuitive, but a technically savvy user should be able to understand what the system can do and how to do it in a few hours by looking through the options in the administrative interface.

Documentation: Substantial documentation on how to use the system, including published books, is available from multiple sources.

Available Add-Ons: The community and projects site lists more than 1,000 community-contributed add-on modules available for free for both the Community or Enterprise Editions. Additional vendor-created and third-party modules are available for purchase on the main system website.

Where to Find Information on Add-On Modules: The vendor hosts two websites, share.ez.no and projects.ez.no, which list add-on modules for both the Community and Enterprise Editions, and include user ratings and reviews.

Likelihood that Add-Ons Will Be Needed: All key functions are available in the core system. Additional functions or shortcuts can be added through add-on modules.

Installing an Add-On: To install an add-on module, a site administrator downloads the package to their computer, uploads it to a particular directory on the server, and enables it through the administrative tools.

Importing from a Data File: Add-on modules provide functionality to help import a data file of content from a different content management system.

Ease of Content Editing

Look of Administrative Interface: The interface for adding or editing content is well laid-out and relatively friendly looking.

Ease of Finding What You Want to Edit: An administrator can easily find the page or article they want to edit within the visitor view of the website, and then click a button to edit it.
• **Ease of Text Editing:** Editing the text of an existing page is straightforward. Text can be formatted using a standard, Word-style WYSIWYG formatting toolbar.

• **Integration of Advanced Options:** The more advanced page-editing options (the ability to allow comments, define an author, and so on) are handled nicely. The primary content is very prominent on the page, and there is a list of collapsed sections that can be easily expanded and edited.

• **Pasting from Word:** The system handles text pasted in from Microsoft Word reasonably well. The core system has an import/export function on the editing toolbar that can handle OpenOffice and Microsoft Word documents.

• **Adding an Image or Document:** An image can be uploaded and added directly from the page-editing form. The user can browse for files from their local drive, then upload to the CMS. Uploaded images or documents can then be added to the content from this interface.

• **Advanced Image Manipulation:** Images can be scaled, cropped and otherwise manipulated when uploaded.

• **YouTube Videos:** If the site administrator allows, a content editor can add in a video just like an image. The system also allows you to add videos from YouTube (or other streaming services) via a dedicated widget.

• **Adding a New Page:** The option to add a new article is prominent and obvious. New pages are edited the same way as any other content, and can be published into sections on the site by picking a parent page.

• **Administrative Languages:** The administrative interface is available in more than 30 languages.

• **Reverting to Previous Page Versions:** The core site includes the ability to easily see a history of all previous version of a page, and revert back to one of them with a click of a button.

• **Previewing Before Publishing:** A content editor can easily preview how pages and posts will look within the context of the full page.

• **Editor Documentation:** The vendor provides a detailed manual targeted at content editors and non-technical administrators, which covers all the functions they’re likely to need. The manual is a bit technical in places, but provides a generally usable overview of features.

**Ease of Managing a Site**

• **Adding a Section to the Navigation Bar:** A section can be added to the nav bar by creating a new folder in the site structure. From the visitor side of the website, a site admin can drag and drop nav bar items to rearrange the order.

• **Editing Footers or Sidebars:** If the site developer allows, a non-technical user can edit footer/header/sidebar content through a non-technical interface. Defining these editable areas requires creating or modifying site templates or master pages, and requires knowledge of HTML and the system’s proprietary scripting structure.

• **Managing Site Users:** A non-technical administrator can easily add, delete or change the security levels of users.

• **Managing Images and Documents:** A non-technical administrator can view the images and documents used on the site through a “Media Manager.” Using this interface, they can find all images and uploaded files, see where they are used on the site and perform bulk actions on your files, including deleting all files that are not currently attached to the website.

• **Site Backup:** To back up the website, a site administrator downloads all the site assets (HTML pages, documents, images, and so on) from a single directory on the web server, and then backs up the database either in phpMyAdmin (provided by most web hosts) or using simple commands on the command-line.

• **Amount of Storage Offered:** If you host the Community version of the software yourself, storage space is determined by the third-party host. If you use the paid Enterprise version, storage starts at 100,000 database objects for their most basic offering.

• **Upgrade Frequency:** The vendor releases regular upgrades every six months for the Enterprise version. For the community version, incremental upgrades are released monthly.

• **Upgrades that Affect Themes and Add-Ons:** Major upgrades may break existing add-on components but correctly coded themes should not be adversely affected by most system upgrades.
• **Notification of Out-of-Date Version:** The CMS includes a notice to the administrator when they are using an out-of-date version of the Enterprise system. There are no default notifications for Community users, but they can opt-in to twitter and email mailing lists.

• **Options to Not Upgrade:** The CMS maintains legacy branches, six versions behind the current, so those who choose not to make a major update (which might break themes and add-ons, for instance) can still get security updates.

• **Ease of Installing an Upgrade:** To install a new update, the administrator backs up the site, and replaces the web files on the server.

### Structural Flexibility

• **Number of Pages:** There is no practical limit to the number of pages the platform can support.

• **Levels of Hierarchy:** Pages can be arranged into a hierarchy with as many levels as you like.

• **Displaying Content Automatically Based on Category:** Site articles can be placed in one or multiple categories. The platform automatically displays the articles in the appropriate sections based on those categories.

• **Support for Unusual Content Types:** Administrative users can create custom-content types (event listings, a directory of local stores, and so on) beyond simple pages or articles, and can define what fields should be stored for each of them.

• **Related Items:** You can create a “related items” feature on a page to automatically display links to site information similar to that shown.

• **Changing Sidebar Elements without Changing the Template:** The administrator can set up “blocks”—one of a number of types of content modules—which can then be added to particular pages or not by a non-technical editor.

• **Search Engine:** The system includes a search engine that automatically searches documents as well as all site content.

• **Multi-Language Support:** The system will manage site content that appears in multiple languages (for example, a news story with both English and Spanish versions).

• **Sharing Content Across a Set of Affiliated Websites:** You can use publish an object to as many different locations or domains as you like. This makes it straightforward to support a group of affiliated websites that share some pieces of content but not others.

• **Support for Multiple Domains:** You can support sites with different domains using the same deployment of the CMS.

• **Support for Unicode or Right-to-Left languages:** The system supports unicode and right-to-left languages.

### Graphical Flexibility

• **Finding Pre-Packaged Themes:** Several pre-packaged themes are available. There is no official template repository, but third-party sites offer templates.

• **Ease of Updating Themes via HTML/CSS:** Accessing the HTML and CSS files can only be done via FTP and often classes are defined in many different files, such as for add-on modules and content types. For someone with the HTML/CSS skills required to update the look of a static website, the theming files themselves, however, will look relatively familiar. The structure of the site is controlled through HTML with additional PHP and system specific tags. The visual look of the site is controlled via several-to-many pure CSS files.

• **Creating a Custom Theme from Scratch:** Creating a custom theme involves creating several different template files, a style sheet and a screenshot of the theme.

• **Creating a Theme from an HTML Page:** The best strategy for adapting an existing HTML page and style sheet to create a theme is to adapt from an existing theme; modify template files from the HTML page; create a style sheet; include any images; determine where in the templates content and functional elements should go; and add any additional necessary files.
• **Design Flexibility:** This theming structure provides a huge amount of flexibility in site look and layout. It supports nearly any web page that can be designed via HTML and CSS.

• **Defining multiple templates for one site:** An administrator can set up as many page templates for the site as they like and set a default template for new pages. Content editors can further define which page uses which template in the editing screen.

• **Defining the Look of Sidebar Elements:** Various controls exist to style sidebar elements on a group or individual basis by indicating CSS style names via the administrative interface. Additionally, CSS can reference particular sidebar areas to be styled appropriately.

• **Print-Friendly Version:** The system provides built-in options for print page functionality. You could also create a separate style sheet to remove non-printable elements.

• **Responsive Design:** The user can create responsive design templates using HTML/CSS/JavaScript, provided they are familiar enough. The default template automatically resizes to the dimensions of the browser window, but pictures do not.

• **HTML5/CSS/JavaScript access:** Users have access to the level of coding (HTML5/ CSS/ JavaScript) to create any new template, including one built with responsive design).

**Integration with Constituent Data**

• **Web Forms:** The system allows for the creation of forms to capture information from visitors, donations, advocacy actions, or event sign-ups, without coding.

• **Integration with a Constituent Database:** The CMS is not natively integrated with any systems, but can integrate with any software package that provides an API.

• **Online Donation Forms:** There is no native support for online donation forms.

• **Donation Fees:** N/A

• **Email-to-Donation Conversion Tracking:** There is no way through the system to see statistics on how many email recipients actually made donations.

• **Constituent Online Portal:** The user can create data collection forms for constituents. Form data can be added to constituent records via an integration with a constituent database through significant work by a programmer.

• **Tailoring Content-Based Constituent Data:** It is possible to personalize content based on a visitor’s interests, engagement history (for example, money donated, actions taken), geography or language, but the data would need to be pulled in from an external constituent database, which would require significant work by a programmer.

**User Roles and Workflow**

• **System Roles:** The system allows an unlimited number of flexible user roles. A standard set of roles is available by default, but others can be defined to create, edit, publish or delete content based on content type. Roles can be grouped and set to inherit various permissions. Each role can be allowed to edit or publish their own content as well as others’.

• **Possible Article Statuses:** There are a number of different content stages to facilitate workflow: private; submit for publication; published. In addition, detailed configuration of workflows is possible.

• **Notifications:** A notification/events system that allows you to create and send emails when specific configurable events occur is available out-of-the-box.

• **List of System To-Dos:** You can create, with an out-of-the-box feature, a “dashboard”—a list of items that need attention. For example, you can show each content editor the drafts that await publication.

• **Auto-Publication:** Content can be set up for auto-publication at a specific date and time.
Community/Web 2.0 Functionality

- **Comments:** The content editor can allow site visitors to post comments for any piece of site content.
- **Comment Moderation:** The system provides detailed comment moderation support. Spam filtering is available through popular add-on modules.
- **Blogs:** Blogs, including multi-author blogs, are supported.
- **Community of Blogs:** Registered site visitors can create their own personal blogs on the site if the administrator allows visitors this ability.
- **Publishing an RSS Feed of Content:** Full support for outgoing RSS feeds is provided, including feeds by topic or section.
- **Displaying Others’ RSS Feeds:** Other RSS feeds can be pulled into and displayed on the site as part of the core functionality. You can moderate which items from those feeds you would like to display with out-of-the-box functionality.
- **Visitor Profiles:** Public site visitors can create their own site profiles. Profile fields are fully configurable by the site administrator.
- **Social Networking:** The system allows public site visitors to friend each other and create groups.
- **User-Submitted Content:** The system can be configured so that public site visitors can submit and publish content (like a story or photo), which then can be managed by a content editor like any other site content.
- **Share This and Facebook “Like”:** You can add the script for “Share This” or “Like” links through code to allow site visitors to repost to sites like Twitter or Facebook.
- **Engagement Dashboard:** You can create a dashboard overview of how many people have commented or forwarded information out-of-the-box.
- **Social Sign-On:** Visitors can log in using their Facebook or other social network credentials.
- **Email Subscriptions:** Registered site visitors with a valid email address can receive notifications of new comments and page content.

Accessibility

- **WCAG 2.0 Compliance of Core Themes:** The core theme included with the standard download is accessible to WCAG 2.0 standards.
- **Order of Standard Nav Bar and Content Items:** The site designer has the ability to linearly order standard navigation bar elements and content templates within the code, to facilitate screen readers for the visually impaired.
- **WCAG 2.0 Compliance of Administrative Interface:** The administrator interface is accessible to WCAG 2.0 standards.
- **Alt Tags:** Users are prompted to include alt text when uploading or editing images. The tags are optional by default but can be configured to be required.
- **Standard Header Tags:** The core system creates standard header tags—like H1 and H2 tags—by default, which is an accessibility and search engine optimization best practice.

Search Engine Optimization

- **Page Titles and Metadata:** The HTML page title is pulled straight from the user input title of the page, and can be customized if desired.
- **Human-Readable URLs:** The text used for page URLs is pulled by default from menu item and page names—making it quite readable by default. It is also possible to rename directory or page file names directly.
- **Multimedia Transcripts:** The core system does not support the ability to add transcripts for multimedia content (audio/video) out of the box, but add-on modules provide this functionality.
• **Redirect Support:** The vendor provides a user interface to manage 301 redirects, allowing users to easily preserve legacy URLs.

• **Automatic XML Site Maps:** The system automatically creates an XML site map to feed search engine crawlers.

### Extending Beyond Existing Functionality

• **Customization Flexibility:** The tools available to programmers include access to modify or enhance most system functionality. The system functionality is rather flexible; it can accommodate almost any kind of customization.

• **Likelihood that Custom Add-Ons Will be Necessary:** As the system allows administrative users to create custom forms or content types through the administrative tools, it’s unlikely that writing custom add-ons will be necessary—except to integrate outside systems, or for unusual or sophisticated needs.

• **Programming Language for Add-Ons:** Add-on components are coded in PHP, a widely used programming language.

• **Updating Core Code:** The vendor does not allow access to the core code for the Enterprise Edition. Instead, you would install or create add-on modules. The vendor does encourage developers to contribute to the community version, however.

• **Exporting Content:** The system can create a generic export in a XML format.

### Security

• **Support for Large Amounts of Traffic:** There are no practical limitations (beyond those imposed by hardware) on how much traffic the CMS will support. This is true for at least up to tens of thousands of visitors a day; the scope of this report did not include investigating beyond that.

• **Caching:** Pages are cached natively with a configurable lifetime—you can specify how long pages should be cached.

• **Security Updates:** Enterprise security updates and service packs are provided through customer support portals. The updated code changes are typically woven into the next available release of the community software, which is typically updated with the monthly releases schedule.

• **Security Process for Add-Ons and Themes:** The eZ Publish community has a publicly available bug tracker and forums to research and follow issues or vulnerabilities in third party add-ons.

### Support and Community Strength

• **History:** eZ Publish has existed since well before 2003. eZ Systems was founded in 1999.

• **Tech Support:** For Enterprise Edition customers, the vendor provides unlimited 24/7 phone, email and online tech support. Tech support for Community Edition users is provided through the community.

• **Community Support:** The vendor hosts an active help forum where users can ask and answer questions about the system.

• **Available Books:** Several reputable books on the system are available.

• **System Governance:** The Norwegian company eZ Systems supports the system and leads the development path for it.

• **Commercial User/Developer Training:** Commercial user or developer training is available through the vendor (either online or traditional classroom).

• **Contextual Help:** There is contextual help as pop-up text (meta data for different elements). The system also allows for entry of the same metadata in custom data structures.
Joomla! is a solid, adaptable utility player that is relatively straightforward to install and set up. While Joomla! supports more complex site structures than WordPress does, it is not as flexible as Drupal or Plone; each piece of content is typically associated with a single page. While this makes the system easier to understand, it can be cumbersome to update and limits very advanced structures, such as organizing the site around a multifaceted taxonomy. It is not easy, for instance, to create your own types of content (a directory of state schools that includes key information about these schools, for example), and then display it in different views on different pages of your site, without using an add-on module. If you’re not sure what any of this means, you probably don’t need to worry about it—these are advanced considerations that won’t apply to the vast majority of sites. Add-on modules support a wide variety of functionalities, from directories to shopping carts to community features, providing a solid base for many different kinds of sites.

Pricing
As an open source system, the software can be downloaded and installed on your own server without cost. Many nonprofits will want to work with a consulting firm to implement the system.

Ease of Hosting and Installation
• **Hosting Environment**: The CMS can be hosted on a standard (and inexpensive) shared Linux/Apache/MySQL/PHP environment.
• **Hosting Requirements**: The platform can run on a Linux, Windows or Macintosh OS; MySQL as a database and PHP as a scripting language is preferred, but the system can run under Oracle and Microsoft SQL or PostgreSQL as well.
• **Time to Install**: A user with experience installing other systems (but not this one) can install the core package in less than 30 minutes.
• **Skills to Install**: Installation does not require technical knowledge beyond how to use FTP and how to install a database on a Web host. Someone without any specific technical experience can install the system using a point-and-click interface on the control panel of many major shared hosting services (for example through a service like Fantastico), or through Windows IIS.
• **Packaged Implementations**: Managed hosting support is widely available through commercial hosting providers.
Ease of Setting up a Simple Site

- **Default Setup on Installation:** Upon installation, you have the option to work with a set of sample data (such as news stories), or you may start from a blank slate. There are three themes to choose from and an additional, optional 508-compliant administration theme.

- **Availability of Pre-Packaged Themes:** Many pre-packaged graphical themes appropriate for a small nonprofit website are available for download.

- **Ease of Theme Installation:** To install an existing graphical theme, site administrators can enter a directory location or URL in the administrative interface, or upload the file from their computer. The administrator then enables the theme through the administrative tools.

- **Updating Themes without Tech Skills:** Many packaged themes—but not the default themes—offer parameters that can easily be changed in a non-technical interface. These parameters vary based on what the theme programmer built into the theme template, but often include easy ways to change the logo, banner, font colors, page colors and more.

- **Completeness:** The core platform includes all typical components to create and administer a basic nonprofit site with a hierarchical page structure.

- **Setting Up Users:** Setting up administrative users is straightforward. The first user is set up during install; others can be easily added through the administrative tools.

- **Structuring a Simple Site:** Creating a simple 20-page site divided into four sections can be done straightforwardly by creating each page as an “Article” and then associating each page with the appropriate item in a hierarchical menu structure in the “Menu Manager.”

- **Support for News Stories and Events Calendar:** The core platform includes the ability to support featured news stories, but you would need to install an events calendar as an add-on module.

- **Documentation on Getting Started:** The Joomla.org site includes a friendly and useful “Absolute Beginners Guide to Joomla” that walks you through what you'll need to know to get started.

Learning Curve to Set Up a Complex Site

- **Skills Required to Create or Update a Custom Theme:** Creating a custom theme requires HTML/CSS skills and understanding how to work with a fairly complex set of templates.

- **Ease of Understanding What Is Possible:** Not all site terminology and structure is immediately intuitive, but it’s vastly improved over the last release. A technically savvy user should be able to understand what the system can do and how to do it in a few hours by looking through the options in the administrative interface.

- **Documentation:** Substantial documentation on how to use the system, including published books, is available from multiple sources.

- **Available Add-Ons:** Extensions.joomla.org lists thousands of community contributed add-ons available for download.

- **Where to Find Information on Add-On Modules:** The main Joomla.org site has a listing of add-on modules, at http://extensions.joomla.org, that includes community ratings.

- **Likelihood that Add-Ons Will Be Needed:** More complex sites will likely require a substantial number of add-on modules in addition to the core code.

- ** Installing an Add-On:** To install an existing graphical theme, a site administrator can enter a directory location or URL in the administrative interface, or upload the file from their computer. The administrator then enables the extension through the administrative tools.

- **Importing from a Data File:** Widely-used add-on modules provide functionality to help import a data file of content from a different content management system.
Ease of Content Editing

• **Look of Administrative Interface:** The interface for adding or editing content is polished and user-friendly, with an emphasis on icons.

• **Ease of Finding What You Want to Edit:** Administrators can easily find the particular article they want to edit within the visitor view of the website, and then click a button to edit it, or they can use a robust interface to browse or search through a list of all pages in the administrative interface.

• **Ease of Text Editing:** Editing the text of an existing page is straightforward. Text can be formatted using a standard, Word-style WYSIWYG formatting toolbar.

• **Integration of Advanced Options:** When editing a page, the more advanced options (such as the ability to assign a publishing start date or define metadata) are effectively prioritized in a sidebar on the page. However, some will have to hunt to find particular options (for instance, a “Parameters (Advanced)” section includes a list of 17 options).

• **Pasting from Word:** The core system does not handle text pasted in from Microsoft Word well. Garbage tags appear on the final web page unless they are deleted by hand. There are a number of plug-in WYSIWYG text-editing modules which have differing levels of functionality when it comes to pasting from Word.

• **Adding an Image or Document:** An image or document can be uploaded and added directly from the page-editing form, without the need to add the image first through a different form. (However, the button to add the image is at the bottom of the page-editing form, making it difficult to find).

• **Advanced Image Manipulation:** Add-in modules are available that allow images to be scaled, cropped and otherwise manipulated when uploaded.

• **YouTube Videos:** YouTube videos can be embedded in a page by pasting the YouTube code into the provided HTML view of the page.

• **Adding a New Page:** The option to add a new page is prominent and obvious, and new articles are edited in the same way as any other. A new article can be published onto the site by saving it and linking to a menu item, or choosing a category or section from a list of available options.

• **Administrative Languages:** The administrative interface is available in 100 languages.

• **Reverting to Previous Page Versions:** A content editor cannot rollback the changes to revert to a previous version of the page. There are a variety of third-party add-ons that provide this functionality.

• **Previewing Before Publishing:** A content editor can easily preview their work by clicking a prominent Preview button. However, this displays only the content (text and images) you are editing in the WYSIWYG editor rather than the text and images in the context of the full page.

• **Editor Documentation:** It is difficult to find a manual specifically targeted at content editors. Considerable documentation is available on how to use the editing systems, but it is presented in a detailed menu system and with a level of complexity that may confuse novice editors.

Ease of Managing a Site

• **Adding a Section to the Navigation Bar:** To add a new section to the navigation bar, the administrator adds a new page, and then goes to the “Menu Manager” to add the page to the menu. Some users are likely to need training in how to add menu items—adding the section to the menu is not very intuitive.

• **Editing Footers or Sidebars:** Almost all of the text on a site, including typically created footers and sidebars, can be edited by a non-technical content editor using a WYSIWYG interface. However, it can be difficult to find the proper place to edit sidebar and footer text. The user would need to know that this text is generally controlled by modules, as opposed to a category or article, in order to figure out how to edit it.

• **Managing Site Users:** A non-technical administrator can easily add, delete or change the security levels of users.

• **Managing Images and Documents:** A non-technical administrator can view the images and documents used on the site through a file explorer type interface (called the “Media Manager”). There’s no way to see what documents or images are currently attached to website pages through this interface.
• **Site Backup:** To back up the website, a site administrator downloads all the site assets (HTML pages, documents, images, and so on) from a single directory on the web server, and then backs up the database either in phpMyAdmin (provided by most web hosts) or using simple commands on the command-line. Community-provided add-ons can help with this process.

• **Amount of Storage Offered:** Because the governing body of the community does not offer hosted implementations of the system, storage space is determined by the third-party host.

• **Upgrade Frequency:** The system is supported by an active community, which releases an incremental upgrade every six months.

• **Upgrades that Affect Themes and Add-Ons:** Version 3.0 is a major upgrade that affects existing themes and add-on components. However, Joomla's very useful “legacy mode” supports the last version of add-ons and themes in current release—making it possible, for instance, to run 2.5 add-ons in the 3.0 version of Joomla.

• **Notification of Out-of-Date Version:** The CMS does not include a notice to the administrator when they are using an out-of-date version of the system. Community contributed add-ons are available to provide this functionality.

• **Options to Not Upgrade:** The CMS does not maintain legacy branches. To get security updates, you must upgrade to the latest major version. However, Joomla's very useful “legacy mode” supports the last version of add-ons and themes in current release—making it possible to, for instance, run 2.5 add-ons in the 3.0 version of Joomla.

• **Ease of Installing an Upgrade:** To install a new update, the administrator backs up the site, then uses an automatic upgrade utility in the web interface.

**Structural Flexibility**

• **Number of Pages:** There is no practical limit to the number of pages the platform can support.

• **Levels of Hierarchy:** Pages can be arranged into a hierarchy with as many levels as you like.

• **Displaying Content Automatically Based on Category:** Site articles can only be placed in a single category, in the core system. The platform automatically displays the articles in the appropriate sections based on those categories. An article must be copied to show up in multiple categories. Several widely used add-on modules allow articles to be placed in multiple categories.

• **Support for Unusual Content Types:** There are a few additional content types (such as news items and polls) beyond simple pages or articles. Popular and widely used add-on modules allow administrative users to create custom content types (event listings, a directory of local stores, etc.) and define what fields should be stored for each of them.

• **Related Items:** You can use the included “related items” module to automatically display links to site information similar to that shown.

• **Changing Sidebar Elements without Changing the Template:** The administrator can set up “modules”—one of a number of types of content modules— which can then be added to particular pages or not by a non-technical editor. By default, a module will show up on every page, but you designate certain pages on which they will not appear. Content can only be changed based on page or user, and not on other rules. There are a variety of third party add-ons that provide functionality to show or hide content based on more sophisticated rules.

• **Search Engine:** The system includes a search engine that automatically searches documents as well as all site content.

• **Multi-Language Support:** The system can manage a single piece of site content that appears in multiple languages by creating two versions of the content (for example, one in English, one in Spanish) in a parallel structure.

• **Sharing Content Across a Set of Affiliated Websites:** You can use different themes for different site sections, and define what data can go in each section using a variety of criteria. This makes it straightforward to support a group of affiliated websites that share some pieces of content but not others.
• **Support for Multiple Domains:** It is possible to support sites with different domains by setting your web server to point different domains to the same installation.

• **Support for Unicode or Right-to-Left languages:** Unicode and right-to-left languages can be supported by creating an alternative layout override to display that content differently.

### Graphical Flexibility

• **Finding Pre-Packaged Themes:** Hundreds of pre-packaged graphical themes are available. There is no official template repository, but many third-party sites offer templates.

• **Ease of Updating Themes via HTML/CSS:** HTML and CSS files are easily accessed via the web administration interface. For someone with the HTML/CSS skills required to update the look of a static website, the theming process will look very familiar. The structure of the site is controlled through a “template” file, written in standard HTML, which arranges Joomla! objects by including the objects as the class names of typical “div” sections. The visual look of the site is controlled through one or many pure CSS files.

• **Creating a Custom Theme from Scratch:** Creating a custom theme involves creating several different template files, a style sheet, a file which defines options and information, and a screenshot of the theme.

• **Creating a Theme from an HTML Page:** Adapting an existing HTML page and style sheet to create a theme involves several steps: creating template files from the HTML page; creating a style sheet; including any images; determining where content and functional elements should go in the templates; and adding any additional necessary files.

• **Design Flexibility:** This theming structure provides a huge amount of flexibility in site look and layout. It supports nearly any web page that can be designed via HTML and CSS.

• **Defining multiple templates for one site:** An administrator can set up as many page templates as they like, define which page uses which template, and set a default template for new pages. However, for most sites, administrators are more likely to set the pieces of the page—like sidebars—on and off rather than creating multiple templates.

• **Defining the Look of Sidebar Elements:** Various controls exist to style sidebar elements (called a “module” in Joomla) on a group or individual basis by indicating CSS style names via the admin interface. Additionally, CSS can reference particular sidebar areas to be styled appropriately.

• **Print-Friendly Version:** The system provides built-in options for print page functionality and most good themes include a print-friendly version as part of the theme package. In this case, you would simply need to define what pages should show a “print-friendly view” icon. If you are creating a theme from scratch, you can create a print-friendly CSS file, and point it to in your HTML template file.

• **Responsive Design:** The default template automatically resizes to the dimensions of the browser window. Pictures will scale if there are smaller versions available.

• **HTML5/CSS/JavaScript access:** Users have access to the level of coding (HTML5/ CSS/ JavaScript) to create any new template, including one built with responsive design).

### Integration with Constituent Data

• **Web Forms:** Site administrators can create custom forms to collect data from visitors, without coding, through an add-on module.

• **Integration with a Constituent Database:** Add-on modules that manage integrations with CiviCRM, Salesforce and Democracy in Action are available.

• **Online Donation Forms:** Online donation forms can be supported through add-on modules.

• **Donation Fees:** The system does not charge fees for online payments; the user is only responsible for the typical fees associated with the online merchant account of their choice.

• **Email-to-Donation Conversion Tracking:** There is no way through the system to see statistics on how many email recipients actually made donations.
• **Constituent Online Portal:** The user can create data collection forms for constituents. Form data can be added to constituent records via an integration with a constituent database.

• **Tailoring Content-Based Constituent Data:** Offers integration with constituent data.

## User Roles and Workflow

• **System Roles:** The system allows an unlimited number of flexible user roles. A standard set of roles is available by default, but others can be defined to create, edit, publish or delete content based on content type. Roles can be grouped and set to inherit various permissions. Each role can be allowed to edit or publish their own content as well as others’.

• **Possible Article Statuses:** An article can be in draft, published or archived mode. More content states are available through add-on modules.

• **Notifications:** There is no notification system to flag and forward content. However, the internal email communication system can be used to notify editors when content is ready for review. Community contributed add-ons are available to provide this functionality.

• **List of System To-Dos:** No dashboard or list of content items that need attention is available in the core system. Community contributed add-ons are available to provide this functionality.

• **Auto-Publication:** Content can be set up for auto-publication at a specific date and time.

## Community/Web 2.0 Functionality

• **Comments:** Commenting is not available in the core system, but popular add-on modules supporting comments on any piece of site content are available.

• **Comment Moderation:** Popular add-on modules provide detailed comment moderation support and spam filtering, including support for white listing, blacklisting and the popular Akismet spam filtering package.

• **Blogs:** Blogs, including multi-author blogs, are supported.

• **Community of Blogs:** In order to create personal blogs on the site, authors need to be set up as a content editor by a site administrator. They can then create and publish their own content on the site.

• **Publishing an RSS Feed of Content:** Full support for outgoing RSS feeds is provided.

• **Displaying Others’ RSS Feeds:** Other RSS feeds can be pulled into the site and assigned to a menu item. However, you cannot moderate which items from those feeds you would like to display.

• **Visitor Profiles:** Public site visitors can create their own simple site profiles. More robust profiles are available through add-on modules.

• **Social Networking:** Two popular add-on modules, CommunityBuilder and JomSocial, allow public site visitors to friend each other and create groups, as well as more advanced community building functionality.

• **User-Submitted Content:** The system can be configured so that public site visitors can submit and publish content (like a story or photo), which then can be managed by a content editor like any other site content.

• **Share This and Facebook “Like”:** A number of widely used add-ons allow site visitors to easily repost an article to sites like Twitter or Facebook, or to add a Facebook “Like” functionality. Many of the add-ons that support comments and comment moderation also support these functionalities.

• **Engagement Dashboard:** There is no core support to provide a dashboard overview of how many people have commented or forwarded information. Some widely-used add-ons provide a dashboard showing how many people have commented.

• **Social Sign-On:** Add-on modules can allow site visitors to log in using their Twitter or Facebook accounts.

• **Email Subscriptions:** Site visitors can sign up to view new comments via email.
Accessibility

- **WCAG 2.0 Compliance of Core Themes:** The core templates included are not accessible to WCAG 2.0 standards. It is possible, through coding, to bring a theme into compliance.
- **Order of Standard Nav Bar and Content Items:** The standard navigation bar elements and content templates are reasonably ordered within the code, to facilitate someone visually impaired in reading the site with a screen reader. The order can be modified if desired to make it more accessible.
- **WCAG 2.0 Compliance of Administrative Interface:** The administrator interface is not WCAG 2.0–compliant by default.
- **Alt Tags:** The core text editor automatically applies the user-defined title of the image as an alt-tag. Add-on modules allow more specific control over alt-tags.
- **Standard Header Tags:** The core system creates standard header tags—like H1 and H2 tags—by default, which is an accessibility and search engine optimization best practice.

Search Engine Optimization

- **Page Titles and Metadata:** The HTML page title is pulled straight from the user input title of the page. The content editor can also see and update keyword and description metadata on the page edit view.
- **Human-Readable URLs:** The text used for page URLs is pulled by default from menu item and page names—making it quite readable by default. It is also possible to rename directory or page file names directly.
- **Multimedia Transcripts:** The system does not support the ability to add substantial transcripts for multimedia (audio/video), except by creating a custom content type.
- **Redirect Support:** 301 redirects are supported by a widely-used add-on module.
- **Automatic XML Site Maps:** The system does not automatically create an XML site map to feed search engine crawlers. There are a number of add-ons which can provide this functionality.

Extending Beyond Existing Functionality

- **Customization Flexibility:** The tools available to programmers include access to modify or enhance all system functionality.
- **Likelihood that Custom Add-Ons Will be Necessary:** As the system combined with available community contributed add-ons allows for administrative users to create custom forms or content types through the administrative tools, it's unlikely that writing custom add-ons will be necessary—except to integrate outside systems, or for unusual or sophisticated needs.
- **Programming Language for Add-Ons:** Add-on components are coded in PHP, a widely used programming language.
- **Updating Core Code:** If you want to extend the system beyond available functionality, you would very rarely need to update the core code. This would likely only be done to support very specialized infrastructural needs, like running Joomla! through an Oracle database, or defining complex multi-site setups that span multiple servers.
- **Exporting Content:** Add-on modules allow a site administrator to export content and settings out of the system.

Security

- **Support for Large Amounts of Traffic:** There are no practical limitations (beyond those imposed by hardware) on how much traffic the CMS will support. This is true for at least up to tens of thousands of visitors a day; the scope of this report did not include investigating beyond that.
- **Caching:** Joomla! pages are cached natively with a configurable lifetime—you can specify how long pages should be cached.
• **Security Updates:** Security vulnerabilities and updates are published on Joomla.org. Updates occur frequently.

• **Security Process for Add-Ons and Themes:** The Joomla! community has a “Vulnerable Extensions” list, which includes any add-on that has been flagged by security third parties. An add-on that is included in the list is removed from the official Joomla! directory of extensions until the security issue is fixed.

**Support and Community Strength**

• **History:** Joomla! originated in 2005 as a continuation of another open source CMS, Mambo, which existed as an open source project since 2001.

• **Tech Support:** As an open source system, technical support is available via a substantial network of consultants in the community.

• **Community Support:** There are a number of different helpful forums and discussion lists where anyone can ask questions about the system and receive answers. These communities have a reputation for being very helpful and gentle to newcomers.

• **Available Books:** Several reputable books on the system are available.

• **System Governance:** The community is governed by the nonprofit Open Source Matters foundation.

• **Commercial User/Developer Training:** Commercial user or developer training is widely available through the consultant and Joomla! community (either online or traditional classroom).

• **Contextual Help:** There are cues for help that don’t require the user to go reference a separate document.
For a substantial price tag, Luminate (formerly by Convio, now part of Blackbaud’s suite) provides powerful functionality to create sophisticated sites deeply integrated with Blackbaud’s (formerly Convio’s) Constituent360 database. When implemented alongside Constituent360, the CMS provides robust support and tracking for fundraising campaigns, self-serve ability for constituents to update their own records, and the ability to tailor any page on the site to practically any criteria tracked in the database—for instance, to show site visitors who have donated more than $100 one piece of content, and others a different piece of content. The system also provides solid support to create sophisticated site structures, content types, workflows, and user communities, and because the system is hosted by the vendor, installation and upgrades require minimal effort. You’ll need to hire Blackbaud or a partner agency to implement the system; it’s not very practical to try to implement it yourself. Because the model for the system does not include add-on modules, it’s not possible to extend the system to include things that aren’t available out-of-the-box, except for online form–based experiences built through the Luminate Online API. Blackbaud has recently acquired several products, including Luminate, with an acquisition of Convio. They announced plans to retire Common Ground, a different Convio product. This consolidation and the similarities between Blackbaud’s NetCommunity (also reviewed in this report) and Luminate cause Idealware concern about the Luminate roadmap, although the vendor states the Luminate Online platform (including CMS) is their lead internet solution for enterprise nonprofits.

**Pricing**

Pricing for the system starts at $1,200 a month under the Standard plan, and $8,000 a month under the Enterprise Plan. Overage charges may apply if a site exceeds its monthly allowances for storage, bandwidth, or Host IDs.

**Ease of Hosting and Installation**

- **Hosting Environment**: The system is fully hosted by the vendor, which is covered by the monthly license fees.
- **Hosting Requirements**: The system is fully hosted by the vendor, and no software is necessary besides an Internet browser.
- **Time to Install**: The vendor performs the installation, the cost of which is included in the monthly license fees.
• **Skills to Install:** No skills are required on your part, as the vendor performs the installation.

• **Packaged Implementations:** The core product offered by the vendor is in itself a packaged implementation.

### Ease of Setting up a Simple Site

• **Default Setup on Installation:** Upon installation, the platform is a blank slate.

• **Availability of Pre-Packaged Themes:** There are no pre-packaged graphical themes appropriate for a small nonprofit website available for download.

• **Ease of Theme Installation:** There are no pre-packaged graphical themes appropriate for a small nonprofit website available for download.

• **Updating Themes without Tech Skills:** It is not currently possible to update a theme without technical knowledge.

• **Completeness:** The core platform includes all typical components to create and administer a basic nonprofit site with a hierarchical page structure.

• **Setting Up Users:** Setting up administrative users is straightforward. The first admin user is set up during install; others can be easily added through the administrative tools.

• **Structuring a Simple Site:** Creating a simple 20-page site divided into four sections can be done straightforwardly. Pages are added and organized through a non-technical interface on the public face of the website.

• **Support for News Stories and Events Calendar:** The core platform includes the ability to support featured news stories or an event calendar through the creation of a custom content type.

• **Documentation on Getting Started:** The platform website provides documentation on getting started with the system in a variety of ways. This documentation is helpful but may be overwhelming to someone new to Content Management Systems.

### Learning Curve to Set Up a Complex Site

• **Skills Required to Create or Update a Custom Theme:** Creating a custom theme requires HTML/CSS skills and understanding how to work with a fairly complex set of templates.

• **Ease of Understanding What Is Possible:** A technically savvy user is likely to be able to understand the basics of what the system can do and how to do it in a few hours by looking through the options in the administrative interface. However, complex features and options such as custom content types and taxonomies are available but not shown in the administrative interface; users would need to consult the documentation to realize they are available.

• **Documentation:** Substantial documentation on how to use the system is available from the vendor.

• **Available Add-Ons:** The model for the system does not include community add-ons.

• **Where to Find Information on Add-On Modules:** The model for the system does not include community add-ons.

• **Likelihood that Add-Ons Will Be Needed:** The model for the system does not include community add-ons.

• **Installing an Add-On:** The model for the system does not include community add-ons.

• **Importing from a Data File:** The standard install comes with several importing tools.

### Ease of Content Editing

• **Look of Administrative Interface:** The interface for adding or editing content is polished and user-friendly, with an emphasis on icons.

• **Ease of Finding What You Want to Edit:** An administrator can easily find the particular page or article they want to edit within the visitor view of the website, and then click a button to edit it, or they can browse or search through a list of all pages in the administrative interface.
• **Ease of Text Editing:** Editing the text of an existing page is straightforward. Text can be formatted using a standard, Word-style WYSIWYG formatting toolbar.

• **Integration of Advanced Options:** The more advanced page-editing options (the ability to allow comments, define an author, and so on) are well handled in the interface so as to not overwhelm inexperienced users.

• **Pasting from Word:** The system handles text pasted in from Microsoft Word reasonably well. The built-in WYSIWYG editor allows an administrator to paste content and then remove the garbage formatting from Word with a single click.

• **Adding an Image or Document:** An image can be uploaded and added directly from the page-editing form. The user can browse for files from their local drive, then upload to the CMS. Uploaded images or documents can then be added to the content from this interface.

• **Advanced Image Manipulation:** The system does not allow the user to scale, crop, or otherwise manipulate an image when uploaded.

• **YouTube Videos:** If the site administrator allows, a content editor can add in a video just like an image.

• **Adding a New Page:** The option to add a new page is relatively prominent through a top navigation bar. New articles are edited in the same way as any other, and can be published into the site in the section from which they were added.

• **Administrative Languages:** The administrative interface is only available in English.

• **Reverting to Previous Page Versions:** The core site includes the ability to easily see a history of all previous version of a page, and revert back to one of them with a click of a button.

• **Previewing Before Publishing:** A content editor can easily preview their work. This displays the content and layout being edited in the context of the full page.

• **Editor Documentation:** The vendor offers a detailed manual targeted at content editors and non-technical administrators, which covers all the functions they are likely to need. The manual is a bit technical in places, but provides a generally usable overview of features.

### Ease of Managing a Site

• **Adding a Section to the Navigation Bar:** A section can be added to the nav bar by creating a new folder in the site structure.

• **Editing Footers or Sidebars:** If the site developer allows, a non-technical user can edit footer/header/sidebar content through a non-technical interface. Defining these editable areas requires creating or modifying site templates or master pages, and requires knowledge of HTML and the system’s proprietary scripting structure.

• **Managing Site Users:** A non-technical administrator can easily add, delete or change the security levels of users, using the Constituent360 database.

• **Managing Images and Documents:** A non-technical administrator can view the images and documents used on the site, through a custom “asset report.” A separate “hyperlinks” report allows an administrator to find all images and uploaded files and see where they are used on the site.

• **Site Backup:** To back up the website, a site administrator can download a static version of the website as it currently appears as a .zip file. This allows you to create a version of the site that could be used for archive purposes or as a short-term solution, but not all site components would be preserved in a way that they could be salvaged if the original site was lost, but structured content types may be exported as CSV files which could be imported into another content database.

• **Amount of Storage Offered:** Storage space is determined by the pricing level for the system. The “Standard” CMS has a monthly storage allowance of 5 GB; “Enterprise” has an allowance of 2000 GB per month.

• **Upgrade Frequency:** The vendor releases major upgrades every six months, with smaller upgrades in between.

• **Upgrades that Affect Themes and Add-Ons:** Major upgrades are unlikely to break correctly coded themes.

• **Notification of Out-of-Date Version:** The CMS does not maintain legacy branches. It is not possible to be on an out-of-date version of the system.
• **Options to Not Upgrade**: The CMS does not maintain legacy branches. It is not possible to be on an out-of-date version of the system.

• **Ease of Installing an Upgrade**: All upgrades and routine maintenance of the hosting environment is performed by the vendor.

### Structural Flexibility

• **Number of Pages**: There is no practical limit to the number of pages the platform can support.

• **Levels of Hierarchy**: Pages can be arranged into a hierarchy with as many levels as you like.

• **Displaying Content Automatically Based on Category**: Site articles can be placed in one or multiple categories. The platform automatically displays the articles in the appropriate sections based on those categories.

• **Support for Unusual Content Types**: Administrative users can create custom-content types (event listings, a directory of local stores, and so on) beyond simples pages or articles, and can define what fields should be stored for each of them.

• **Related Items**: You can create a “related items” feature on a page to automatically display links to site information similar to that shown.

• **Changing Sidebar Elements without Changing the Template**: Editors can choose which widget areas appear on a page by defining which page template should be used. An administrator can override which elements show up on which page by hand on a page-by-page or section-by-section basis.

• **Search Engine**: The system includes a search engine that automatically searches documents as well as all site content.

• **Multi-Language Support**: The system can manage a single piece of site content that appears in multiple languages by creating two versions of the content (for example, one in English, one in Spanish) in a parallel structure.

• **Sharing Content Across a Set of Affiliated Websites**: The system provides support for child sites, different themes for different site sections, and for defining what content can go into each section using a variety of criteria. This makes it straightforward to support a group of affiliated websites that share some pieces of content but not others.

• **Support for Multiple Domains**: You can support sites with different domains using the same deployment of the CMS.

• **Support for Unicode or Right-to-Left languages**: The system supports unicode and right-to-left languages.

### Graphical Flexibility

• **Finding Pre-Packaged Themes**: There are no pre-packaged themes available.

• **Ease of Updating Themes via HTML/CSS**: HTML and CSS files are easily accessed via the web administration interface. For someone with the HTML/CSS skills required to update the look of a static website, the theming process will look very familiar.

• **Creating a Custom Theme from Scratch**: Creating a custom theme involves creating several different template files and a style sheet.

• **Creating a Theme from an HTML Page**: Adapting an existing HTML page and style sheet to create a theme involves several steps: creating template files from the HTML page; creating a style sheet; including any images; determining where content and functional elements should go in the templates; and adding any additional necessary files.

• **Design Flexibility**: This theming structure provides a huge amount of flexibility in site look and layout. It supports nearly any web page that can be designed via HTML and CSS.

• **Defining multiple templates for one site**: Page templates are defined per content type. An administrator can set up as many page templates as they like for each content type. Administrators select a default template for new
pages of each content type. They may give content editors the option of selecting a non-default template in the editing screen.

• **Defining the Look of Sidebar Elements:** Various controls exist to style sidebar elements on a group or individual basis by indicating CSS style names via the administrative interface. Additionally, CSS can reference particular sidebar areas to be styled appropriately.

• **Print-Friendly Version:** The system provides built in options for print page functionality. In this case, you would simply need to define what pages should show a “print-friendly view” icon. If you are creating a theme from scratch, you can create a print-friendly CSS file, and point to it in your HTML template file.

• **Responsive Design:** The user can create responsive design templates using HTML/CSS, provided they are familiar enough.

• **HTML5/CSS/Javascript access:** Users have access to the level of coding (HTML5/ CSS/ JavaScript) to create any new template, including one built with responsive design).

### Integration with Constituent Data

• **Web Forms:** Web forms can be created through the Luminate Online interface Form data can be added to constituent records through the integration with the Constituent360 database.

• **Integration with a Constituent Database:** The CMS is natively integrated with Convio’s Constituent 360 database.

• **Online Donation Forms:** The user can, through the included Luminate Online Marketing fundraising tools, create basic donation forms for individual fundraising campaigns, and handle recurring payments and installments.

• **Donation Fees:** The system does not charge fees for online payments; the user is only responsible for the typical fees associated with the online merchant account of their choice.

• **Email-to-Donation Conversion Tracking:** Detailed analytics for programs and marketing campaigns, including statistics on how many email recipients actually made donations, can be viewed through Luminate Online Marketing reports.

• **Constituent Online Portal:** The user can create data collection forms for constituents. Form data can be added to constituent records via the integration with the Constituent360 database.

• **Tailoring Content-Based Constituent Data:** The website content can be tailored to show different content based on certain criteria tracked in Constituent 360—for example, a video that is only seen by those who donated over $50.

### User Roles and Workflow

• **System Roles:** The system supports two roles for managing content: someone who can draft new content but cannot publish (content authors); and someone who can draft and publish other people’s content as well as their own (content managers). Permissions can be granted site-wide or on a section-by-section basis.

• **Possible Article Statuses:** An article can be in draft, published or archived/expired mode.

• **Notifications:** A simple notification/events system that allows you to create and send emails when specific configurable events occur is available out-of-the-box.

• **List of System To-Dos:** Site content editors can see a list of content items that need their attention, such as drafts to be published, within the interface.

• **Auto-Publication:** Content can be set up for auto-publication at a specific date and time.

### Community/Web 2.0 Functionality

• **Comments:** The content editor can allow site visitors to post comments for any piece of site content.

• **Comment Moderation:** The system provides detailed comment moderation support.
• **Blogs**: Blogs, including multi-author blogs, are supported.

• **Community of Blogs**: In order to create personal blogs on the site, authors need to be set up by a site administrator. They can then create and publish their own content on the site.

• **Publishing an RSS Feed of Content**: Full support for outgoing RSS feeds is provided, including feeds by topic or section.

• **Displaying Others’ RSS Feeds**: Other RSS feeds can be pulled into and displayed on the site as part of the core functionality. It is not possible to moderate which items from those feeds you would like to display.

• **Visitor Profiles**: Public site visitors can create their own site profiles. Profile fields are fully configurable by the site administrator.

• **Social Networking**: There is currently no way to allow public site visitors to friend each other and create their own free form groups.

• **User-Submitted Content**: The system can be configured so that public site visitors can submit and publish content (like a story or a photo), which then can be managed by a content editor like any other site content.

• **Share This and Facebook “Like”**: A number of widely used add-ons allow site visitors to easily repost an article to sites like Twitter or Facebook, or to add a Facebook “Like” functionality.

• **Engagement Dashboard**: You can easily create a report out of the system detailing how many people have commented or forwarded information.

• **Social Sign-On**: Visitors can log in using their Facebook or other social network credentials.

• **Email Subscriptions**: It is not possible for visitors to subscribe to view new comments or page updates via email.

### Accessibility

• **WCAG 2.0 Compliance of Core Themes**: The vendor does not provide pre-built themes. Developers are free to create their own themes and have them meet any standards/compliance requirements that they need.

• **Order of Standard Nav Bar and Content Items**: The standard navigation bar elements and content templates can be linearly ordered within the code by the site administrator, to facilitate screen readers for the visually impaired.

• **WCAG 2.0 Compliance of Administrative Interface**: The administrator interface is not WCAG 2.0–compliant by default.

• **Alt Tags**: Alt-tags are automatically applied to all hyperlinks and images inserted via the built-in WYSIWYG editor.

• **Standard Header Tags**: The core system does not by default create any system formats, so the theme designer must create templates and styles with standard header tags—like H1 and H2 tags—which are desirable for accessibility and search engine optimization purposes.

### Search Engine Optimization

• **Page Titles and Metadata**: The HTML page title is pulled straight from the user input title of the page, and can be customized if desired.

• **Human-Readable URLs**: The text used for page URLs is pulled by default from menu item and page names—making it quite readable by default. It is also possible to rename directory or page file names directly.

• **Multimedia Transcripts**: The system does not support the ability to add substantial transcripts for multimedia (audio/video), except by creating a custom link or content type.

• **Redirect Support**: The vendor provides a user interface to manage 301 redirects, allowing users to easily preserve legacy URLs.

• **Automatic XML Site Maps**: The system automatically creates an XML site map to feed search engine crawlers.
Extending Beyond Existing Functionality

- **Customization Flexibility:** There are no tools available to allow you to modify or enhance system functionality beyond what is configurable through the interface; the vendor does not typically make coding changes to customize to individual needs. Luminate Online provides a free library of APIs that can be used to integrate other third-party tools into the system.

- **Likelihood that Custom Add-Ons Will be Necessary:** As the system allows administrative users to create custom forms or content types through the administrative tools, it’s less likely that the user will find needs that cannot be supported through the existing interface.

- **Programming Language for Add-Ons:** The vendor does not allow access to the system’s core code (to extend the system beyond available functionality, for example).

- **Updating Core Code:** The vendor does not allow access to the system’s core code (to extend the system beyond available functionality, for example).

- **Exporting Content:** The system includes an export tool for exporting content out of the system.

**Security**

- **Support for Large Amounts of Traffic:** There are no practical limitations (beyond those imposed by hardware) on how much traffic the CMS will support. This is true for at least up to tens of thousands of visitors a day; the scope of this report did not include investigating beyond that.

- **Caching:** Pages are cached natively, and kept until an administrator publishes pages or makes an update to the website. There is no way to specify how long pages will be cached.

- **Security Updates:** Security updates are applied automatically by the vendor.

- **Security Process for Add-Ons and Themes:** The model for the system does not include community add-ons.

**Support and Community Strength**

- **History:** Convio has been in business since 1999; the CMS has been in use by nonprofits since 2004. Blackbaud has recently acquired several products, including Luminate, with the acquisition of Convio. Blackbaud is a public company which has been actively consolidating its product line. It announced plans to retire Common Ground, a different Convio product with more than 400 users. This consolidation and the similarities between Blackbaud’s NetCommunity (also reviewed in this report) and Luminate cause Idealware concern about the Luminate roadmap, although the vendor states the Luminate Online platform (including CMS) is its lead internet solution for enterprise nonprofits.

- **Tech Support:** The vendor provides phone and online tech support seven days a week, 7 a.m. to 7 p.m. central time, for no additional cost. 24/7 tech support is available for an additional fee.

- **Community Support:** The vendor hosts an active help forums where users can ask and answer questions about the system.

- **Available Books:** There are no easily available books written about the system.

- **System Governance:** The vendor supports the system and leads the development path. Posts to the online forums are not moderated by the vendor.

- **Commercial User/Developer Training:** Commercial user or developer training is widely available (either online or through traditional classroom instruction). Access to unlimited online training is included in the license fees for the system.

- **Contextual Help:** There are cues for help that don’t require the user to go reference a separate document.
When implemented alongside Blackbaud’s constituent management products (such as The Raiser’s Edge, The Education Edge and Blackbaud CRM), NetCommunity provides robust support and tracking for fundraising campaigns, self-serve functionality for constituents to update their own records, and the ability to tailor any page on the site to practically any criteria tracked in the database. (For instance, it can display one piece of content to site visitors who have donated more than $100, while displaying a different piece other visitors.) Editing content is straightforward, and the WYSIWYG editor even handles content pasted from Microsoft Word well. However, the system lacks sophisticated functionality in areas like content management via a taxonomy, blogging and social networking. Because the system is often hosted by the vendor, installation and upgrades require minimal effort, but nonprofits will typically need an experienced web designer to implement the system. NetCommunity doesn’t offer access to a whole community of add-ons as a number of the other systems do, but it can be extended by a programmer with knowledge of .NET.

Pricing

Pricing is available based on both a hosted, SaaS model or an installed version of the software. SaaS pricing starts at $5,000 per year and scales upward based on additional functionality and email usage. Those using the installed version of the software might expect to pay between $10,500 and $15,000 for an initial license, depending on the number of constituents tracked in their house file, and then a 24 percent maintenance fee in each future year to cover upgrades and support.

Ease of Hosting and Installation

- **Hosting Environment:** The system is fully hosted by the vendor, which is covered by the monthly license fees. The system can also be hosted by the user on a standard shared Microsoft IIS server, with Microsoft SQL as a database.
- **Hosting Requirements:** The system is fully hosted by the vendor, and no software is necessary beyond an internet browser.
- **Time to Install:** The vendor performs the installation, the cost of which is included in the monthly license fees.
- **Skills to Install:** No skills are required on your part, as the vendor performs the installation.
- **Packaged Implementations:** The core product offered by the vendor is in itself a packaged implementation.
Ease of Setting up a Simple Site

- **Default Setup on Installation:** Upon installation, the platform includes templates and some basic configuration.
- **Availability of Pre-Packaged Themes:** There are no pre-packaged graphical themes appropriate for a small nonprofit website available for download.
- **Ease of Theme Installation:** There are no pre-packaged graphical themes appropriate for a small nonprofit website available for download.
- **Updating Themes without Tech Skills:** It is not currently possible to update a theme without technical knowledge.
- **Completeness:** The core platform includes all typical components to create and administer a basic nonprofit site with a hierarchical page structure.
- **Setting Up Users:** Setting up administrative users is straightforward. The first administrative user is set up during installation; others can be easily added through the administrative tools.
- **Structuring a Simple Site:** Creating a simple 20-page site divided into four sections can be done straightforwardly. Pages are added and organized through a non-technical interface on the public face of the website.
- **Support for News Stories and Events Calendar:** The core platform includes event calendars but cannot easily support the concept of featured news stories that automatically show up both on the homepage and in a “news” section. This could be accomplished by using a workaround involving pulling the content into a section page via RSS.
- **Documentation on Getting Started:** The platform website provides documentation on getting started with the system in a variety of ways. This documentation is helpful but may be overwhelming to someone new to content management systems.

Learning Curve to Set Up a Complex Site

- **Skills Required to Create or Update a Custom Theme:** Creating a custom theme requires HTML/CSS skills and understanding how to work with a fairly complex set of templates.
- **Ease of Understanding What Is Possible:** A technically savvy user is likely to be able to understand the basics of what the system can do and how to do it in a few hours by looking through the options in the administrative interface. However, complex features and options such as custom content types and taxonomies are available but not shown in the administrative interface; users would need to consult the documentation to realize they are available.
- **Documentation:** Substantial documentation on how to use the system is available from the vendor.
- **Available Add-Ons:** The model for the system does not include community add-ons.
- **Where to Find Information on Add-On Modules:** The model for the system does not include community add-ons.
- **Likelihood that Add-Ons Will Be Needed:** The model for the system does not include community add-ons.
- **Installing an Add-On:** The model for the system does not include community add-ons.
- **Importing from a Data File:** The standard install comes with an importing tool.

Ease of Content Editing

- **Look of Administrative Interface:** The interface for adding or editing content is polished and user-friendly, with an emphasis on icons.
- **Ease of Finding What You Want to Edit:** An administrator can easily find the particular page or article they want to edit within the visitor view of the website, and then click a button to edit it, or they can browse or search through a list of all pages in the administrative interface.
- **Ease of Text Editing:** Editing the text of an existing page is straightforward. Text can be formatted using a standard, Word-style WYSIWYG formatting toolbar.
• **Integration of Advanced Options:** The more advanced page-editing options (the ability to allow comments, define an author, etc.) are handled nicely—the primary content is prominent on the page, and a Microsoft Windows-style “ribbon” bar allows access to more complex options.

• **Pasting from Word:** The system handles text pasted in from Microsoft Word very well. Some styles are stripped out, but much of the Word formatting (bold text, hyperlinks) remain intact in a well-coded way when pasted into the system. Even images can be easily copied from Word; when they are pasted into NetCommunity, they are automatically uploaded and linked just as per any other web page image.

• **Adding an Image or Document:** An image can be uploaded and added directly from the page-editing form. Users can browse for files from their local drives, then upload to the CMS. Uploaded images or documents can then be added to the content from this interface.

• **Advanced Image Manipulation:** The system does not allow the user to scale, crop or otherwise manipulate an image when uploaded.

• **YouTube Videos:** YouTube videos can be embedded in a page by pasting the YouTube code into a specific area provided to paste HTML code for third-party tools.

• **Adding a New Page:** The option to add a new article is prominent and obvious. New pages are edited the same way as any other content, and can be published into sections on the site by picking a parent page.

• **Administrative Languages:** The administrative interface is only available in English.

• **Reverting to Previous Page Versions:** The core site includes the ability to easily see a history of all previous versions of a content block, and revert back to one of them with a click of a button.

• **Previewing Before Publishing:** There is no easy way for someone who has rights to publish pages to save work in progress or to preview it without making it live to the public. You could save it or preview it by publishing it as a page that isn’t linked into the site, but this is a workaround that would be difficult especially for edits to existing pages.

• **Editor Documentation:** The vendor offers substantial video and text content to help content editors and non-technical administrators, which covers all the functions they are likely to need.

### Ease of Managing a Site

• **Adding a Section to the Navigation Bar:** A section can be added to the nav bar by creating a new folder in the site structure.

• **Editing Footers or Sidebars:** If the site developer allows, a non-technical user can edit footer/header/sidebar content through a non-technical interface. Defining these editable areas requires creating or modifying site templates or master pages, and requires knowledge of HTML and the system’s proprietary scripting structure.

• **Managing Site Users:** A non-technical administrator can easily add, delete or change the security levels of users.

• **Managing Images and Documents:** A non-technical administrator can view the images and documents used on the site through a custom “asset report.” There is no way to see what documents or images are currently attached to website pages through this interface.

• **Site Backup:** There is no way for a site administrator of a site hosted with Blackbaud to create a local backup copy of the website themselves. Instead, they would ask Blackbaud to create a backup file in an SQL file. A customer who is hosting the system themselves could create their own SQL server backup.

• **Amount of Storage Offered:** For hosted implementations, the user is allotted a set amount of storage space determined by a pricing tier. The allotted space starts at 3 GB and goes up to 500 GB.

• **Upgrade Frequency:** The vendor releases regular upgrades several times per year.

• **Upgrades that Affect Themes and Add-Ons:** Major upgrades are unlikely to break correctly coded themes.

• **Notification of Out-of-Date Version:** Most NetCommunity customers use a version of the system that is hosted by Blackbaud. In this case, it is not possible to be on an out-of-date version of the system.
• **Options to Not Upgrade:** Most NetCommunity customers use a version of the system that is hosted by Blackbaud. In this case, they do not maintain legacy branches, so it is not possible to opt out of an upgrade.

• **Ease of Installing an Upgrade:** All upgrades and routine maintenance of the hosting environment are performed by the vendor.

### Structural Flexibility

- **Number of Pages:** There is no practical limit to the number of pages the platform can support.

- **Levels of Hierarchy:** Pages can be arranged into a hierarchy with as many levels as users like.

- **Displaying Content Automatically Based on Category:** Site articles can only be placed in a single category. An article must be copied or pulled in through an RSS workaround to show up in multiple categories.

- **Support for Unusual Content Types:** Administrators can choose to use one of the many existing content types, which includes events, directories and more. However, to create a custom content type a programmer would need to create a custom “content part” using .NET and the NetCommunity API.

- **Related Items:** Users can easily create a “related items” feature on a page to automatically display links to site information similar to that shown.

- **Changing Sidebar Elements without Changing the Template:** The administrator can set up “parts”—one of a number of types of content modules—that can optionally be added to particular pages by a non-technical editor. By default, a module will show up on every page except for those individually designated. Content can only be changed based on template, page or user, and not on other rules.

- **Search Engine:** The system includes a search engine that searches native content entered in the site. However, the search engine does not index uploaded attachment files such as PDFs or Word files.

- **Multi-Language Support:** The system will provide some help to manage site content that appears in multiple languages (for example, a news story with both English and Spanish versions). You can create separate “content parts” for each language, and the system provides functionality to help users toggle between languages.

- **Sharing Content Across a Set of Affiliated Websites:** The system provides support for child sites, different themes for different site sections, and defines what data can go in each section using a variety of criteria. This makes it straightforward to support a group of affiliated websites that share some pieces of content but not others.

- **Support for Multiple Domains:** You can support sites with different domains using the same deployment of the CMS.

- **Support for Unicode or Right-to-Left languages:** The system supports unicode and right-to-left languages.

### Graphical Flexibility

- **Finding Pre-Packaged Themes:** The default installation includes four graphical templates. No third-party templates are available.

- **Ease of Updating Themes via HTML/CSS:** HTML and CSS files are easily accessed via the web administration interface. For someone with the HTML/CSS skills required to update the look of a static website, the theming process will look very familiar.

- **Creating a Custom Theme from Scratch:** Creating a custom theme involves creating layout and template files, both in HTML, and a style sheet.

- **Creating a Theme from an HTML Page:** Adapting an existing HTML page and style sheet to create a theme would involve copying the HTML files, adding NetCommunity tags to place system-specific content, and then simply saving the style sheet in the right location on the directory.

- **Design Flexibility:** This theming structure provides a huge amount of flexibility in site look and layout. It supports nearly any web page that can be designed via HTML and CSS.

- **Defining multiple templates for one site:** An administrator can set up as many page templates for the site as they like. Content editors can further define which page uses which template in the editing screen.
• **Defining the Look of Sidebar Elements**: Each sidebar element has a specific name, which can be used in the CSS file to customize styles just for that particular area; a nontechnical user interface allows you to control the style of sidebar content to a granular level.

• **Print-Friendly Version**: In order to create a printer-friendly version, you would create a separate style sheet to remove non-printable elements.

• **Responsive Design**: There are no pre-existing responsive design themes, but the user can create responsive design templates using HTML/CSS/JavaScript, provided they are familiar enough with these.

• **HTML5/CSS/JavaScript access**: Users have access to the level of coding (HTML5/CSS JavaScript) to create any new template, including one built with responsive design.

**Integration with Constituent Data**

• **Web Forms**: The system allows for the creation of forms to capture information from visitors, donations, or event sign-ups, without coding.

• **Integration with a Constituent Database**: The CMS is natively integrated with Blackbaud’s constituent management products: The Raisers Edge, The Education Edge and Blackbaud CRM.

• **Online Donation Forms**: The user can, through the associated constituent management systems, create sophisticated donation forms for individual fundraising campaigns, and handle recurring payments and installments. Payments are then automatically tracked in the associated Blackbaud constituent management system.

• **Donation Fees**: The system does not charge fees for online payments; the user is only responsible for the typical fees associated with the online merchant account of their choice.

• **Email-to-Donation Conversion Tracking**: Detailed analytics for marketing campaigns, including statistics on how many email recipients actually made donations, are provided.

• **Constituent Online Portal**: The user can create data collection forms for constituents to update their own data. Form data automatically updates the constituent record in The Raisers Edge, The Education Edge or Blackbaud CRM.

• **Tailoring Content-Based Constituent Data**: The website content can be tailored to show different content based on certain criteria tracked in The Raisers Edge, The Education Edge or Blackbaud CRM. (For example, a video could only be seen by those who donated over $500.)

**User Roles and Workflow**

• **System Roles**: A huge number of user roles can be created and ordered into hierarchical groups. A default set of roles (Anonymous User and Authenticated User) is available, and additional roles can be defined to create, edit, publish or delete content based on content type. Administrative users can be grouped into roles to facilitate permissions. Roles can be granted on a section-by-section basis, so a particular user or user group can have manager permissions for one section and only author permissions for another.

• **Possible Article Statuses**: An article can be in draft, published or archived/expired mode.

• **Notifications**: A simple notification/events system that allows you to create and send emails when specific configurable events occur is available out-of-the-box.

• **List of System To-Dos**: Site content editors can see a list of content items that need their attention, such as drafts to be published, within the interface.

• **Auto-Publication**: Content can be set up for auto-publication at a specific date and time.

**Community/Web 2.0 Functionality**

• **Comments**: The system provides an out-of-the-box module to integrate with the popular add-on Disqus. This module can be added to any piece of site content.

• **Comment Moderation**: The system, through out-of-the-box integration with Disqus, provides detailed comment moderation support and spam filtering, including support for white listing, blacklisting and the popular Akismet spam-filtering package.
• **Blogs**: The system supports the creation of blogs with a single author. The vendor recommends the use of a third-party site to create a blog.

• **Community of Blogs**: The system does not support a community of blogs. The vendor recommends the use of a third-party site to create a blog.

• **Publishing an RSS Feed of Content**: The system supports outgoing RSS feeds for blogs, event calendars, and a limited number of other types of content.

• **Displaying Others’ RSS Feeds**: Other RSS feeds can be pulled into and displayed on the site as part of the core functionality. It is not possible to moderate which items from those feeds you would like to display.

• **Visitor Profiles**: Public site visitors can create their own site profiles. Profile fields are fully configurable by the site administrator.

• **Social Networking**: There is currently no way to allow public site visitors to friend each other and create their own freeform groups.

• **User-Submitted Content**: There is no way to allow public website visitors to submit content (like a story or a photo) through the front end to be managed by a content editor like any other site content.

• **Share This and Facebook “Like”**: You can add the script for “Share This” or “Like” links through code to allow site visitors to repost to sites like Twitter or Facebook.

• **Engagement Dashboard**: There is no dashboard overview of how many people have commented or forwarded information.

• **Social Sign-On**: Visitors can log in using their Facebook or other social network credentials.

• **Email Subscriptions**: It is not possible for visitors to subscribe to view new comments or page updates via email.

**Accessibility**

• **WCAG 2.0 Compliance of Core Themes**: The vendor does not provide pre-built themes. Developers are free to create their own themes and have them meet any standards/compliance requirements that they need.

• **Order of Standard Nav Bar and Content Items**: The site designer has the ability to linearly order standard navigation bar elements and content templates within the code to facilitate screen readers for the visually impaired.

• **WCAG 2.0 Compliance of Administrative Interface**: The administrative interface is not WCAG 2.0–compliant by default.

• **Alt Tags**: Users are prompted to include alt text when uploading or editing images but it is not required.

• **Standard Header Tags**: The core system does not by default create standard header tags—like H1 and H2 tags—which are desirable for accessibility and search engine optimization purposes. It is possible to overwrite the template to force the use of these standard tags, but that will require a bit of straightforward HTML coding.

**Search Engine Optimization**

• **Page Titles and Metadata**: The HTML page title is pulled straight from the user input title of the page, and can be customized if desired.

• **Human-Readable URLs**: The text used for page URLs is pulled by default from page names—making it automatically quite readable. It is also possible to rename directory or page file names directly.

• **Multimedia Transcripts**: The system does not support the ability to add transcripts for multimedia content (audio/video).

• **Redirect Support**: The vendor provides a user interface to manage 301 redirects, allowing users to easily preserve legacy URLs.

• **Automatic XML Site Maps**: The system does not automatically create an XML site map to feed search engine crawlers.
Extending Beyond Existing Functionality

- **Customization Flexibility:** There are no tools available to allow you to modify or enhance all system functionality; the vendor does not typically make coding changes to customize to individual needs.

- **Likelihood that Custom Add-Ons Will be Necessary:** As the system allows administrative users to create custom forms or content types through the administrative tools, it is unlikely that writing custom add-ons will be necessary—except to integrate outside systems, or for unusual or sophisticated needs.

- **Programming Language for Add-Ons:** Custom add-on components are coded in Microsoft .NET, a widely used programming language.

- **Updating Core Code:** The vendor does not allow access to the system’s core code. Instead, you would create custom add-on modules.

- **Exporting Content:** The system includes an export tool for exporting content out of the system.

Security

- **Support for Large Amounts of Traffic:** There are no practical limitations (beyond those imposed by hardware) on how much traffic the CMS will support. This is true for at least up to tens of thousands of visitors a day; the scope of this report did not include investigating beyond that.

- **Caching:** By default, the system does not cache pages, but it can be configured to cache all types of data.

- **Security Updates:** Security vulnerabilities are published on the vendor website. Updates are applied only through regular product releases. The vendor reports that it has not needed to issue a security bulletin since the application has been in use by nonprofit customers.

- **Security Process for Add-Ons and Themes:** The model for the system does not include community add-ons.

Support and Community Strength

- **History:** Blackbaud was founded in 1981, and the product has been available to nonprofit customers since 2004.

- **Tech Support:** The vendor provides phone, email and online tech support.

- **Community Support:** The vendor hosts an active help forum where users can ask and answer questions about the system.

- **Available Books:** There are no easily available books written about the system.

- **System Governance:** The vendor supports the system and leads the development path. Posts to the online forums are not moderated by the vendor.

- **Commercial User/Developer Training:** The vendor offers both commercial user and developer training, either online or through traditional classroom instruction.

- **Contextual Help:** There is substantial contextual help built into the system, such as icons that users can click to see help specific to the page they are on. Much of the contextual help is available in video format.
Low Cost Content Management Systems

October 2012

Plone is a powerful, robust system suitable for organizations with complex needs. It is evident why it is used by major newspapers and huge businesses. The system offers a huge degree of flexibility and control, and it supports almost infinitely complicated workflows. With well laid-out and friendly content administration, it's easy for non-technical administrators to update body text, images and sidebar areas. Its main downside is in system installation and configuration. Plone requires a customized hosting setup (as opposed to a typical Linux/Apache/MySQL/PHP environment). Incorporating add-on modules, creating custom themes and setting up the site structure is all more complex than other open source systems. Even seasoned technologists will likely require training to understand the system, meaning you will probably want to hire a consultant who is already familiar with it. And since Plone is written in Python (unlike the more familiar PHP or .NET of the other systems), it may be harder to find someone to extend the system through custom code.

Pricing

As an open source system, the software can be downloaded and installed on your own server without cost. Many nonprofits will want to work with a consulting firm to implement the system.

Ease of Hosting and Installation

- **Hosting Environment:** The CMS cannot be hosted on a standard (and inexpensive) shared Linux/Apache/MySQL/PHP environment. However, hosting is commercially available through a number of vendors at a price of $15 per month and up. If you are planning to use a virtual private server in order to minimize security and downtime risks, or to support higher traffic sites or more complex systems, Plone is as straightforward to host as any other system.

- **Hosting Requirements:** The CMS can run on a Linux, Windows or Macintosh OS.

- **Time to Install:** A user with systems administration and software installation experience, but no experience with Plone, can install the core package in an hour or so.

- **Skills to Install:** Installation requires technical knowledge, including installing complex packages from a command-line interface and configuring web servers. A few providers, with a special emphasis on Plone, offer more straightforward installation interfaces.

- **Packaged Implementations:** Several third-party vendors and consulting firms can provide packaged implementations of the system.
Ease of Setting up a Simple Site

- **Default Setup on Installation:** Upon installation, the platform is basically a blank slate with a single theme. The core theme has been completely redesigned for Plone 4.0, and is now more flexible and more likely to be suitable for nonprofit needs out of the box.

- **Availability of Pre-Packaged Themes:** Many pre-packaged graphical themes appropriate for a small nonprofit website are available for download.

- **Ease of Theme Installation:** Installing an existing graphical theme requires the administrator to upload the theme files onto the server, and then enable them through the web interface.

- **Updating Themes without Tech Skills:** It is not currently possible to update a theme without technical knowledge. An add-on allows you to modify images or logos, but not font colors or backgrounds.

- **Completeness:** The core platform includes all typical components to create and administer a basic nonprofit site with a hierarchical page structure.

- **Setting Up Users:** Setting up administrative users is straightforward. The first admin user is set up during install; others can be easily added through the administrative tools.

- **Structuring a Simple Site:** Creating a simple 20-page site divided into four sections is relatively intuitive. First the administrator creates each new section through the “Add New > Folder” function. Once these section pages are added, sub-pages can be added by choosing “Add New > Page” from within the appropriate section.

- **Support for News Stories and Events Calendar:** The core platform supports both a featured news stories function and an events calendar.

- **Documentation on Getting Started:** The Plone.org site links to a useful “Practical Plone 3: A Beginner’s Guide to Building Powerful Websites” that walks you through what you’ll need to know to get started.

Learning Curve to Set Up a Complex Site

- **Skills Required to Create or Update a Custom Theme:** Creating a custom theme requires HTML/CSS skills and understanding how to work with a fairly complex set of templates.

- **Ease of Understanding What Is Possible:** Plone provides a very powerful but complex system for creating advanced functionality. The learning curve is steep and most people, even experienced technical staff, will require training to take fully understand the configuration options.

- **Documentation:** Substantial documentation on how to use the system, including published books, is available from multiple sources.

- **Available Add-Ons:** Plone.org lists thousands of community contributed add-ons available for download.

- **Where to Find Information on Add-On Modules:** Plone.org has a new listing of add-on modules that includes community ratings.

- **Likelihood that Add-Ons Will Be Needed:** Plone can support quite complex sites without the addition of add-on modules, so less add-ons are likely to be needed than with the other systems.

- **Installing an Add-On:** To install an add-on module, a site administrator would add it in by name to a text “config” file. Plone will automatically find and add the module and all the files it depends on, assuming the name is correct. The administrator then restarts Plone and enables the add-on through the web interface.

- **Importing from a Data File:** Widely-used add-on modules provide functionality to help import a data file of content from a different content management system.

Ease of Content Editing

- **Look of Administrative Interface:** The interface for adding or editing content is well laid-out and relatively friendly looking.

- **Ease of Finding What You Want to Edit:** An administrator can easily find the particular page or article they want to edit within the visitor view of the website, and then click a button to edit it, or they can browse or search through a list of all pages in the administrative interface.
• **Ease of Text Editing**: Editing the text of an existing page is straightforward. Text can be formatted using a standard, Word-style WYSIWYG formatting toolbar.

• **Integration of Advanced Options**: When editing a page, the more advanced options (the ability to categorize an article, define a publishing start date, and so on) are handled nicely. The primary content is very prominent on the page, and friendly sections to define further options can be accessed through a set of tab-like buttons.

• **Pasting from Word**: The system handles text pasted in from Microsoft Word reasonably well. The built-in WYSIWYG editor allows an administrator to paste content and then remove the garbage formatting from Word.

• **Adding an Image or Document**: An image can be uploaded and added directly from the page-editing form. The user can browse for files from their local drive, then upload to the CMS. Uploaded images or documents can then be added to the content from this interface.

• **Advanced Image Manipulation**: Images can be scaled, cropped and otherwise manipulated when uploaded.

• **YouTube Videos**: If the site administrator allows, a content editor can add in a video just like an image. Alternatively, YouTube videos can be embedded in a page by pasting the YouTube code into the provided HTML view of the page, if the site administrator allows this. Add-ons can make this process even easier.

• **Adding a New Page**: The option to add a new page is relatively prominent through a top navigation bar. New articles are edited in the same way as any other, and can be published into the site in the section from which they were added.

• **Administrative Languages**: The administrative interface is available in over 40 languages.

• **Reverting to Previous Page Versions**: The core site includes the ability to easily see a history of all previous version of a page, and revert back to one of them with a click of a button.

• **Previewing Before Publishing**: When creating a new page, you can preview your work by publishing it as “Private” so that no one else can see it. In order to preview something that's already live, if the administrator activates the “staging” module (included in core), the user can “check out” a copy of the page, edit it, save the edits, and preview the checked out copy before checking it back in and publishing it.

• **Editor Documentation**: The Plone community offers a detailed manual targeted at content editors and non-technical administrators, which covers all the functions they’re likely to need. The manual is a bit technical in places, but provides a generally usable overview of features.

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**Ease of Managing a Site**

• **Adding a Section to the Navigation Bar**: To add a new section to the navigation bar, the administrator chooses “Add New > Folder” command (this language may confuse some users). They then create the page like any other.

• **Editing Footers or Sidebars**: Sidebar content are typically what’s called a “portlet” in Plone. Portlets can be updated simply by clicking on the content, just like editing a page. The header and footer are typically part of the theme file, and would be updated in HTML and CSS. Add-on components are available to replace the standard footer with an easy-to-edit portlet.

• **Managing Site Users**: A non-technical administrator can easily add, delete or change the security levels of users.

• **Managing Images and Documents**: A non-technical administrator can view the images and documents used on the site in one central place, if the site administrator sets them up to do so in advance. There’s no way to see what documents or images are currently attached to website pages through this interface.

• **Site Backup**: To back up the website, a site administrator can use the included repozo tools to make full or incremental backups of the database. Alternately, they could copy the entire master Plone installation folder, which includes all the site assets (HTML pages, documents, images, and so on) as well as a file that contains the entire database.

• **Amount of Storage Offered**: Because the governing body of the community does not offer hosted implementations of the system, storage space is determined by the third-party host.

• **Upgrade Frequency**: The system is supported by an active community, which releases a major upgrade every one to two years, with smaller upgrades in between.
• **Upgrades that Affect Themes and Add-Ons:** Major upgrades may break existing themes and add-on components. Since January 2007, two updates—both planned, major versions—affect themes and add-on components.

• **Notification of Out-of-Date Version:** The CMS does not include a notice to the administrator when they are using an out-of-date version of the system. They consider this to be a security feature so that no unauthorized connections to outside servers are made. Users are notified by email of major version upgrades.

• **Options to Not Upgrade:** The CMS maintains legacy branches, so those who choose not to make a major update (which might break themes and add-ons, for instance) can still get security updates.

• **Ease of Installing an Upgrade:** To install a new update, the administrator backs up the site, performs the update from the command line, and restarts the system.

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**Structural Flexibility**

• **Number of Pages:** There is no practical limit to the number of pages the platform can support.

• **Levels of Hierarchy:** Pages can be arranged into a hierarchy with as many levels as you like.

• **Displaying Content Automatically Based on Category:** Site articles can be placed in one or multiple categories. The platform automatically displays the articles in the appropriate sections based on those categories.

• **Support for Unusual Content Types:** Administrative users can create custom-content types (event listings, a directory of local stores, and so on) beyond simples pages or articles, and can define what fields should be stored for each of them.

• **Related Items:** You can use the included Collections module to create a “related items” feature on a page to automatically display links to site information similar to that shown. This must be configured for each section or globally. Alternatively, individual content items can be manually associated as “related.”

• **Changing Sidebar Elements without Changing the Template:** An administrator can define which elements show up on which page by hand, or based on sophisticated rules. The rules can be defined on a page-by-page basis, or based on sections, content type, or many other aspects.

• **Search Engine:** The system includes a search engine that automatically searches documents as well as all site content.

• **Multi-Language Support:** An add-on package helps manage a single piece of site content that appears in multiple languages (for example, a news story with both English and Spanish versions).

• **Sharing Content Across a Set of Affiliated Websites:** You can use different themes for different site sections, and define what data can go in each section using a variety of criteria. This makes it straightforward to support a group of affiliated websites that share some pieces of content but not others.

• **Support for Multiple Domains:** You can support sites with different domains using the same deployment of the CMS.

• **Support for Unicode or Right-to-Left languages:** The system supports unicode and right-to-left languages.

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**Graphical Flexibility**

• **Finding Pre-Packaged Themes:** Hundreds of pre-packaged graphical themes are available. The official CMS website includes version compatibility and ratings.

• **Ease of Updating Themes via HTML/CSS:** For someone with the HTML/CSS skills required to update the look of a static website, the theming process will look very familiar. The structure of the site is controlled through a standard HTML with Plone-specific tags, and the visual look of the site is controlled through one or many pure CSS files.

• **Creating a Custom Theme from Scratch:** Creating a custom theme involves generating a theme package with a utility, and then creating and adding several different template files, a style sheet, and an information file to the skeleton created by the theme utility.

• **Creating a Theme from an HTML Page:** The best strategy for adapting an existing HTML page and style sheet to create a theme is to adapt from an existing Plone theme; modify template files from the HTML page; create a style
sheet; include any images; determine where in the templates content and functional elements should go; and add any additional necessary files for the Plone package.

- **Design Flexibility:** This theming structure provides a huge amount of flexibility in site look and layout. It supports nearly any web page that can be designed via HTML and CSS.

- **Defining multiple templates for one site:** An administrator can set up as many page templates as they like, define which page uses which template, and set a default template for new pages.

- **Defining the Look of Sidebar Elements:** Each sidebar element (called a “portlet” in Plone) has a portlet ID, which can be used in the CSS file to customize styles just for that particular portlet.

- **Print-Friendly Version:** The system will automatically create a print-friendly version of each page, or you can customize what is included by creating a print.css file.

- **Responsive Design:** There are some community-created themes that utilize responsive design, but it may be difficult to find them.

- **HTML5/CSS/JavaScript access:** Users have access to the level of coding (HTML5/ CSS/ JavaScript) to create any new template, including one built with responsive design).

## Integration with Constituent Data

- **Web Forms:** The system allows for the creation of forms to capture information from visitors, donations, advocacy actions, or event sign-ups, without coding.

- **Integration with a Constituent Database:** Add-on modules that manage integrations with Salesforce, Democracy in Action, SugarCRM and CiviCRM are available

- **Online Donation Forms:** There is no native support for online donation forms.

- **Donation Fees:** N/A

- **Email-to-Donation Conversion Tracking:** There is no way through the system to see statistics on how many email recipients actually made donations.

- **Constituent Online Portal:** The user can create data collection forms for constituents. Form data can be added to constituent records via an integration with a constituent database.

- **Tailoring Content-Based Constituent Data:** It is possible to tailor the website to show different content based on certain criteria tracked in the constituent records — for example, a video that is only seen by those who donated over $50 — but this would require significant work by a programmer.

## User Roles and Workflow

- **System Roles:** An unlimited number of user roles can be created. A default set of roles (contributor, editor, reviewer, manager, member, admin, reader) is available by default, but others can be defined to allow them to create, edit, publish or delete content based on content type, site section or other elements. Each role can be allowed to edit or publish their own content as well as others’.

- **Possible Article Statuses:** There are a number of different content stages available out-of-the-box to facilitate workflow: private; submit for publication; published. In addition, considerably more detailed configuration of workflows is possible.

- **Notifications:** A simple notification/events system that allows you to create and send emails when specific configurable events occur is available out-of-the-box. There is a popular add-on module that does this more robustly and flexibly.

- **List of System To-Dos:** You can create, with an out-of-the-box feature, a “dashboard”—a list of items that need attention. For example, you can show each content editor the drafts that await publication.

- **Auto-Publication:** Content can be set up for auto-publication at a specific date and time.
Community/Web 2.0 Functionality

- **Comments:** The content editor can allow site visitors to post comments for any piece of site content.
- **Comment Moderation:** The system provides detailed comment moderation support. Add-on modules provide support for more advanced options and the popular Akismet Spam filtering package.
- **Blogs:** Blogs, including multi-author blogs, are supported.
- **Community of Blogs:** Registered site visitors can create their own personal blogs on the site if the administrator allows visitors this ability.
- **Publishing an RSS Feed of Content:** Full support for outgoing RSS feeds is provided.
- **Displaying Others’ RSS Feeds:** Other RSS feeds can be pulled into and displayed on the site as part of the core functionality, but you would need to use an add-on module to moderate which items from those feeds you would like to display.
- **Visitor Profiles:** Public site visitors can create their own site profiles. Profile fields are fully configurable by the site administrator.
- **Social Networking:** No current add-on allows public site visitors to friend each other and create their own freeform groups.
- **User-Submitted Content:** The system can be configured so that public site visitors can submit and publish content (like a story or photo), which then can be managed by content editors like any other site content.
- **Share This and Facebook “Like”:** A number of widely used add-ons allow site visitors to easily repost an article to sites like Twitter or Facebook, or to add a Facebook “Like” functionality.
- **Engagement Dashboard:** There is no core support or widely used add-on to provide a dashboard overview of how many people have commented or forwarded information.
- **Social Sign-On:** Visitors can login via OpenID out of the box. Other social credentials are supported through add-ons.
- **Email Subscriptions:** Visitors can subscribe to view new comments or page updates via email using RSS feeds.

Accessibility

- **WCAG 2.0 Compliance of Core Themes:** The core template included in the install is accessible to WCAG 2.0 standards.
- **Order of Standard Nav Bar and Content Items:** The standard navigation bar elements and content templates are carefully ordered within the code to facilitate screen readers for the visually impaired.
- **WCAG 2.0 Compliance of Administrative Interface:** The administrator interface is accessible to WCAG 2.0 standards.
- **Alt Tags:** The core text editor automatically applies the user-defined title of the image as an alt-tag.
- **Standard Header Tags:** The core system creates standard header tags—like H1 and H2 tags—by default, which is an accessibility and search engine optimization best practice.

Search Engine Optimization

- **Page Titles and Metadata:** The HTML page title is pulled straight from the user input title of the page; the page summary is used for the metadata description. There is a widely used add-on module, called Plone SEO, that provides more control over all page metadata.
- **Human-Readable URLs:** The text used for page URLs is pulled by default from folders and page names—making it quite readable by default. It is also possible to rename directory or page file names directly.
- **Multimedia Transcripts:** The system does not support the ability to add substantial transcripts for multimedia (audio/video), except by creating a custom content type.
• **Redirect Support**: The system includes a user interface to manage 301 redirects, allowing users to easily preserve legacy URLs. The system will also automatically create redirects if you move a page from one folder to another.

• **Automatic XML Site Maps**: The system automatically creates an XML site map to feed search engine crawlers.

**Extending Beyond Existing Functionality**

• **Customization Flexibility**: The tools available to programmers include access to modify or enhance all system functionality.

• **Likelihood that Custom Add-Ons Will be Necessary**: As the system allows administrative users to create custom forms or content types through the administrative tools, it's unlikely that writing custom add-ons will be necessary—except to integrate outside systems, or for unusual or sophisticated needs.

• **Programming Language for Add-Ons**: Add-on components are coded in Python, a less widely used programming language. Finding a programmer to build an add-on component may be more difficult than with other systems.

• **Updating Core Code**: If you want to extend the system beyond available functionality, you would never need to update the core code. Instead, you would create add-on modules that would override core code.

• **Exporting Content**: The system includes an export tool for exporting the content structure of your site out of the system as a ZIP file.

**Security**

• **Support for Large Amounts of Traffic**: There are no practical limitations (beyond those imposed by hardware) on how much traffic the CMS will support. This is true for at least up to tens of thousands of visitors a day; the scope of this report did not include investigating beyond that.

• **Caching**: Pages are cached natively with a configurable lifetime—you can specify how long pages should be cached.

• **Security Updates**: Security vulnerabilities and updates are published on Plone.org. Vulnerabilities and updates are infrequent.

• **Security Process for Add-Ons and Themes**: There is no official process for vetting add-ons or themes for security issues, but the architecture of Plone specifically makes it difficult to introduce security issues by accident.

**Support and Community Strength**

• **History**: Plone has existed as an open source project since 2001.

• **Tech Support**: As an open source system, technical support is available via a substantial network of consultants in the community.

• **Community Support**: There are a number of different helpful forums and discussion lists where anyone can ask questions about the system and receive answers. These communities have a reputation for being helpful to newcomers.

• **Available Books**: Several reputable books on the system are available.

• **System Governance**: The community is governed by the nonprofit Plone Foundation, which owns all of Plone's code and trademark assets.

• **Commercial User/Developer Training**: Commercial user or developer training is widely available through the consultant and Plone community (either online or traditional classroom).

• **Contextual Help**: There are cues for help that don’t require the user to go reference a separate document.
A step beyond blogging tools, Squarespace allows non-technical organizations to quickly and easily create or manage a smaller website. Designed with artists and designers in mind, Squarespace handles multimedia, like photos and videos, quite well, and its strong, responsive design makes creating a mobile-friendly site effortless. Templates provided by the vendor offer a large amount of flexibility and customization, as well as drag-and-drop/WYSIWYG layout editors, but you can't create your own custom templates without the developer platform (currently in Beta). It doesn't offer a lot of power for large or more complex website structures, but starting at $8 a month, it's an easy and inexpensive way to create a smaller site or micro-site.

Pricing

Standard plan subscriptions are $10 a month; unlimited plan subscriptions are $20 a month. There is a 20 percent discount available for an annual subscription. http://www.squarespace.com/pricing

Ease of Hosting and Installation

- **Hosting Environment**: The system is fully hosted by the vendor, which is covered by the monthly license fees.
- **Hosting Requirements**: The system is fully hosted by the vendor, and no software is necessary beyond an internet browser.
- **Time to Install**: The vendor performs the installation, the cost of which is included in the monthly license fees.
- **Skills to Install**: No skills are required on the part of the user, as the vendor performs the installation.
- **Packaged Implementations**: The core product offered by the vendor is in itself a packaged implementation.

Ease of Setting up a Simple Site

- **Default Setup on Installation**: A new site is created by selecting a template, which includes sample content.
- **Availability of Pre-Packaged Themes**: Several pre-packaged graphical templates are available. Most are tailored for arts and design websites, but the vendor expects to launch themes more suitable for nonprofits in the coming months.
- **Ease of Theme Installation**: Implementing an existing graphical theme is quick and easy from within the administrative interface. You can search for, preview and select a theme. Once it is selected, your entire site is updated to use that theme, and you can preview the theme with your own site content.
- **Updating Themes without Tech Skills**: Both packaged and default themes offer parameters that can easily be changed in a non-technical interface. These parameters include easy ways to change the logo, banner, font colors, page colors and more.
- **Completeness**: The system includes all typical components to create and administer a basic nonprofit site with a hierarchical page structure.
- **Setting Up Users**: Setting up administrative users is straightforward. The first administrative user is set up during install; others can be easily added through the administrative tools.
- **Structuring a Simple Site**: Creating a simple 20-page site divided into four sections can be done straightforwardly. Pages are added and organized through a non-technical interface on the public face of the website.
- **Support for News Stories and Events Calendar**: The core platform includes the ability to support featured news stories, but in order to support an event calendar, an experienced web developer would need to create it through the developer platform.
• **Documentation on Getting Started:** Considerable documentation on getting started is available. It is well organized to allow new users to quickly find the material they are most interested in.

### Learning Curve to Set Up a Complex Site

- **Skills Required to Create or Update a Custom Theme:** Creating a custom theme requires HTML/CSS skills and understanding how to work with a fairly complex set of JSON templates.
- **Ease of Understanding What Is Possible:** Understanding what is possible is straightforward, as Squarespace itself is not as powerful as some of the other systems, and also because it’s been streamlined and polished for nontechnical users.
- **Documentation:** The vendor provides substantial documentation on how to use the system, as well as live workshops, tutorial videos and live chat. There are no external sources of documentation or published books.
- **Available Add-Ons:** The model for the system does not include community add-ons.
- **Where to Find Information on Add-On Modules:** The model for the system does not include community add-ons.
- **Likelihood that Add-Ons Will Be Needed:** The model for the system does not include community add-ons.
- **Installing an Add-On:** The model for the system does not include community add-ons.
- **Importing from a Data File:** The standard install comes with several importing tools.

### Ease of Content Editing

- **Look of Administrative Interface:** The interface for adding or editing content is polished and user-friendly, with an emphasis on icons.
- **Ease of Finding What You Want to Edit:** An administrator can easily find the particular page or article they want to edit within the visitor view of the website (and then click a button to edit it), or they can browse or search through a list of all pages in the administrative interface.
- **Ease of Text Editing:** Editing the text of an existing page is straightforward. Text can be formatted using a standard, Word-style WYSIWYG formatting toolbar.
- **Integration of Advanced Options:** The more advanced page-editing options (the ability to allow comments, define an author, and so on) are well handled in the interface so as to not overwhelm inexperienced users.
- **Pasting from Word:** The system handles text pasted in from Microsoft Word reasonably well. Some standard formatting is preserved while other formatting is stripped out.
- **Adding an Image or Document:** An image or document can be uploaded and added directly from the page-editing form, without the need to add the image first through a different form. This is handled in a very user-friendly, drag-and-drop way.
- **Advanced Image Manipulation:** Images can be easily scaled, cropped and otherwise manipulated through integration with the powerful and user-friendly Aviary editor.
- **YouTube Videos:** If the site administrator allows, a content editor can add a video just like an image.
- **Adding a New Page:** The option to add a new page is prominent and obvious. Pages are edited in the same way as any other, and can be published into the site in the section from which they were added.
- **Administrative Languages:** The administrative interface is only available in English.
- **Reverting to Previous Page Versions:** A content editor cannot roll back the changes to revert to a previous version of the page.
- **Previewing Before Publishing:** A content editor can easily preview their work by clicking a prominent Preview button. This displays the content and layout being edited in the context of the full page.
- **Editor Documentation:** The vendor offers substantial video and text content to help content editors and nontechnical administrators, which covers all the functions they’re likely to need.
Ease of Managing a Site

- **Adding a Section to the Navigation Bar:** A section can be added to the nav bar by creating a new folder in the site structure. From the visitor side of the website, a site administrator can drag and drop nav bar items to rearrange the order.

- **Editing Footers or Sidebars:** If the template allows, a non-technical user can edit footer or sidebar content through a non-technical interface. Whether you can edit the sidebar, footer, or both, depends on the template.

- **Managing Site Users:** A non-technical administrator can easily add, delete or change the security levels of users.

- **Managing Images and Documents:** In a standard install of the system, there is no central administrative interface that allows non-technical administrators to view and manage the images and documents used on the site.

- **Site Backup:** To back up the website, a site administrator would export the site content to a WordPress format, or access and download all the elements of the site in a JSON format.

- **Amount of Storage Offered:** A Standard account includes 2 GB of storage, while unlimited accounts have no limit of storage.

- **Upgrade Frequency:** Major system upgrades are infrequent; incremental upgrades and patches are regularly released in between.

- **Upgrades that Affect Themes and Add-Ons:** The recent major upgrades required you to import your site from one version to another in order to stay on the upgrade path. This is the only time that have required users to migrate their site to stay on the upgrade path. Sites created in the older version will be supported for an indefinite of time.

- **Notification of Out-of-Date Version:** Users are notified by email of major version upgrades.

- **Options to Not Upgrade:** Only users on the most current version get major functionality updates. Those who choose not to import their site to the new version get security updates and minor feature updates.

- **Ease of Installing an Upgrade:** In order to move from Version 5 to the current Version 6, users must navigate through an “import” process. This process is intuitive but will likely require users to review each page manually.

Structural Flexibility

- **Number of Pages:** There is no practical limit to the number of pages the platform can support under the unlimited pricing plan. Under the standard pricing plan, sites are capped at 20 pages.

- **Levels of Hierarchy:** Pages can be arranged in a single level of hierarchy through a folder system; it is not possible to create multiple levels of hierarchy (for example, create a folder inside another folder).

- **Displaying Content Automatically Based on Category:** Site articles can be placed in one or multiple categories. The platform automatically displays the articles in the appropriate sections based on those categories.

- **Support for Unusual Content Types:** The vendor reports that a programmer can use the developer platform to create custom-content types (event listings, a directory of local stores, and so on) beyond simple pages or articles, and can define what fields should be stored for each of them. We weren't able to review this functionality.

- **Related Items:** You cannot create a “related items” feature on a page to automatically display links to site information similar to that shown.

- **Changing Sidebar Elements without Changing the Template:** An administrator can define which elements show up on which page by hand.

- **Search Engine:** The system includes a search engine that searches native content entered in the site. However, the search engine does not index uploaded attachment files such as PDFs or Word files.

- **Multi-Language Support:** Currently the system does not help you manage site content that appears in multiple languages. In order to offer, for example, a page in both English and Spanish language versions, the site manager would need to manually create separate versions of the page for each language.

- **Sharing Content Across a Set of Affiliated Websites:** There is no way to support a group of affiliated websites that share some pieces of content but not others.
• **Support for Multiple Domains:** It is not possible to support different sites with different domains using the same account for the CMS.

• **Support for Unicode or Right-to-Left languages:** The system supports unicode and right-to-left languages.

### Graphical Flexibility

• **Finding Pre-Packaged Themes:** Nineteen pre-packaged graphical themes are available. The official CMS website does not include any user ratings; all templates are provided by the vendor.

• **Ease of Updating Themes via HTML/CSS:** CSS files are easily accessed via the web administration interface. For someone with the CSS skills required to update a standard website, the theming process will look very familiar. Accessing the HTML files can only be done via FTP and often classes are defined in many different files, such as for style sheets, scripts, and content types. However, for someone with the HTML/CSS skills required to update the look of a static website, the theming files themselves will look relatively familiar.

• **Creating a Custom Theme from Scratch:** Creating a custom theme involves creating the HTML and CSS for the theme more or less from scratch.

• **Creating a Theme from an HTML Page:** Creating a theme from an HTML page involves copying the HTML and appropriate style sheets, and adding in the appropriate system-specific tags.

• **Design Flexibility:** This theming structure provides a huge amount of flexibility in site look and layout. It supports nearly any web page that can be designed via HTML and CSS.

• **Defining multiple templates for one site:** An administrator can set up as many page templates for the site as they like and set a default template for new pages. Content editors can further define which page uses which template in the editing screen.

• **Defining the Look of Sidebar Elements:** A nontechnical user interface allows you to control the style of sidebar elements to a granular level.

• **Print-Friendly Version:** In order to create a print-friendly version, you would create a separate style sheet to remove non-printable elements.

• **Responsive Design:** All templates will automatically resize and reorder content elements to account for browser window/screen size.

• **HTML5/CSS/JavaScript access:** Users have access to the level of coding (HTML5/ CSS/ JavaScript) to create any new template, including one built with responsive design.

### Integration with Constituent Data

• **Web Forms:** The system allows for the creation of forms to capture information from visitors, donations, advocacy actions, or event sign-ups, without coding.

• **Integration with a Constituent Database:** The system does not currently integrate with any constituent databases.

• **Online Donation Forms:** There is no native support for online donation forms.

• **Donation Fees:** N/A

• **Email-to-Donation Conversion Tracking:** There is no way through the system to see statistics on how many email recipients actually made donations.

• **Constituent Online Portal:** There is no native support for constituents to update their own records online.

• **Tailoring Content-Based Constituent Data:** You cannot tailor the website to show different content based on certain criteria tracked in the constituent records—for example, a video is only seen by those who donated over $50 —without extensive coding.
User Roles and Workflow

- **System Roles:** The system has a number of different administrative rolls—such as publisher, reviewer, billing address administrator—that automatically control what these people can do. There is no additional ability to define permissions to create, edit, publish or delete content based on content type or category.

- **Possible Article Statuses:** There are multiple statuses available for blog posts, including draft, published, scheduled or “needs review.” Pages, however, can only be hidden or published.

- **Notifications:** A simple notification/events system automatically sends users email when something requires review or approval to be posted.

- **List of System To-Dos:** Site content editors can see a list of content items that need their attention, such as drafts to be published, within the interface.

- **Auto-Publication:** Content can be set up for auto-publication at a specific date and time.

Community/Web 2.0 Functionality

- **Comments:** The content editor can allow site visitors to post comments for blog posts.

- **Comment Moderation:** The system provides access to detailed spam filtering and detailed comment moderation support, including the ability to individually whitelist or blacklist users.

- **Blogs:** Blogs, including multi-author blogs, are supported.

- **Community of Blogs:** In order to create personal blogs on the site, authors need to be set up by a site administrator. They can then create and publish their own content on the site.

- **Publishing an RSS Feed of Content:** Full support for outgoing RSS feeds is provided.

- **Displaying Others’ RSS Feeds:** Incoming RSS feeds from external sources are not currently supported.

- **Visitor Profiles:** Public site visitors cannot create their own site profile beyond an account for commenting.

- **Social Networking:** The system does not allow public site visitors to friend each other and create their own freeform groups.

- **User-Submitted Content:** There is no way to allow public website visitors to submit content (like a story or a photo) through the front end to be managed by content editors like any other site content.

- **Share This and Facebook “Like”**: Standard page templates allows site visitors to easily repost content to sites like Twitter or Facebook.

- **Engagement Dashboard:** There is no dashboard overview of how many people have commented or forwarded information.

- **Social Sign-On:** Site visitors and administrators can log in using their Facebook or other social network credentials.

- **Email Subscriptions:** Site visitors can sign up to view new comments via email.

Accessibility

- **WCAG 2.0 Compliance of Core Themes:** The core templates included are not accessible to WCAG 2.0 standards.

- **Order of Standard Nav Bar and Content Items:** The standard navigation bar elements and content templates are linearly ordered within the code, to facilitate screen readers for the visually impaired. The order can be modified if desired to make it more accessible.

- **WCAG 2.0 Compliance of Administrative Interface:** The administrator interface is not WCAG 2.0–compliant by default.

- **Alt Tags:** Users are prompted to include alt text when uploading or editing images but it is not required.

- **Standard Header Tags:** The core system creates standard header tags—like H1 and H2 tags—by default, which is an accessibility and search engine optimization best practice.
Search Engine Optimization

• **Page Titles and Metadata:** The HTML page title is pulled straight from the user input title of the page, and can be customized if desired.

• **Human-Readable URLs:** The text used for page URLs is pulled by default from menu item and page names—making it quite readable by default. It is also possible to rename directory or page file names directly.

• **Multimedia Transcripts:** The system does not support the ability to add transcripts for multimedia content (audio/video).

• **Redirect Support:** The vendor provides a user interface to manage 301 redirects, allowing users to easily preserve legacy URLs.

• **Automatic XML Site Maps:** The system automatically creates an XML site map to feed search engine crawlers.

Extending Beyond Existing Functionality

• **Customization Flexibility:** There are no tools available to allow you to modify or enhance all system functionality; the vendor does not typically make coding changes to customize to individual needs.

• **Likelihood that Custom Add-Ons Will be Necessary:** It is not possible to create a custom add-on.

• **Programming Language for Add-Ons:** It is not possible to create a custom add-on.

• **Updating Core Code:** The vendor does not allow access to the system’s core code to extend the system beyond available functionality.

• **Exporting Content:** The system can create an export designed to be imported into WordPress, or a more generic one in a JSON format.

Security

• **Support for Large Amounts of Traffic:** There are no practical limitations (beyond those imposed by hardware) on how much traffic the CMS will support. This is true for at least up to tens of thousands of visitors a day; the scope of this report did not include investigating beyond that.

• **Caching:** The system caches pages automatically, but there is no way to configure how long pages should be kept.

• **Security Updates:** Security updates are applied automatically by the vendor.

• **Security Process for Add-Ons and Themes:** The model for the system does not include community add-ons.

Support and Community Strength

• **History:** The vendor was founded in 2004, and launched its product the same year.

• **Tech Support:** The vendor provides unlimited 24/7 email and chat support at no additional cost.

• **Community Support:** The vendor hosts an active help forums where users can ask and answer questions about the system.

• **Available Books:** At least one reputable book on the system is available.

• **System Governance:** The vendor supports the system and leads the development path.

• **Commercial User/Developer Training:** The vendor offers both commercial user and developer training, either online or through traditional classroom instruction.

• **Contextual Help:** There is substantial contextual help built into the system—for example, icons that you can click to see help specific to the page you are on. Much of the contextual help is available in video format.
WordPress is a great choice for fairly small (a few hundred pages or less), simply arranged websites. It’s one of the easiest systems to install and understand, and is easy to maintain and update, putting site setup within the reach of anyone with a sense of technical adventure. There are many predefined graphic themes available; adapting to your particular needs can range from trivial—if the theme allows you to select your own color and add your own logo, for instance—to a relatively straightforward process for someone familiar with HTML and CSS. Updating and editing images and text is also quite straightforward, and multiple add-on modules are available. However, WordPress doesn’t scale as intuitively as other systems to support complex sites. For custom content types or article listings displayed based on automatic rules, you’ll need to try to find a contributed add-on or theme that provides that functionality. There is only limited support for differentiation of user roles, although add-ons are available to support permissions based on section or type of content.

**Pricing**

As an open source system, the software can be downloaded and installed on your own server without cost. Many nonprofits will want to work with a consulting firm to implement the system.

**Ease of Hosting and Installation**

- **Hosting Environment:** The CMS can be hosted on a standard (and inexpensive) shared Linux/Apache/MySQL/PHP environment.
- **Hosting Requirements:** The platform can run on a Linux, Windows or Macintosh OS; it requires MySQL as a database and PHP as a scripting language.
- **Time to Install:** A user with experience installing other systems (but not this one) can install the core package in less than 15 minutes.
- **Skills to Install:** Installation does not require technical knowledge beyond how to FTP and how to set up a database on your Web host. Those using a common shared hosting tool like Fantastico can easily install the software with a one-click process.
- **Packaged Implementations:** Managed hosting support is widely available through commercial hosting providers.
Ease of Setting up a Simple Site

- **Default Setup on Installation:** Upon installation, the platform includes one blog post, one page, one comment, some default widgets that would commonly be used on a blog, and one theme.

- **Availability of Pre-Packaged Themes:** Many pre-packaged graphical themes appropriate for a small nonprofit website are available for download.

- **Ease of Theme Installation:** Installing an existing graphical theme is quick and easy from within the administrative interface. You can search for, preview and install the selected theme. Once it is installed you can preview the theme with your own site content.

- **Updating Themes without Tech Skills:** Many themes, including the default themes, offer parameters that can easily be changed in a non-technical interface. These parameters vary based on what the theme programmer built into the theme template, but often include easy ways to change the logo, banner, font colors, page colors and more.

- **Completeness:** The core platform includes all typical components to create and administer a basic nonprofit site with a hierarchical page structure.

- **Setting Up Users:** Setting up administrative users is straightforward. The first user is set up during install; others can be easily added through the administrative tools.

- **Structuring a Simple Site:** Creating a simple 20-page site divided into four sections is intuitive. As you set each page up, you can define whether it should go into the navigation bar, or where it should fall in the site hierarchy otherwise. You can have pages added automatically to the menu or create custom menus and hierarchies via the new menu administration area.

- **Support for News Stories and Events Calendar:** The core platform includes the ability to support featured news stories, but you would need to install an events calendar as an add-on module.

- **Documentation on Getting Started:** Considerable documentation on getting started is available. It is well organized to allow new users to quickly find the material they are most interested in.

Learning Curve to Set Up a Complex Site

- **Skills Required to Create or Update a Custom Theme:** Creating a custom theme requires HTML/CSS skills and understanding how to work with a set of templates. The theming process in WordPress is a bit more straightforward than in other systems; those with HTML/CSS skills are more likely to be able to tweak existing themes without the need to extensively consult the documentation.

- **Ease of Understanding What Is Possible:** A tech-savvy user is likely to be able to understand the basics of what the system can do and how to do it in a few hours by looking through the options in the administrative interface. However, complex features and options such as custom content types and taxonomies are available but not shown in the administrative interface; users would need to consult the documentation to realize they are available.

- **Documentation:** Substantial documentation on how to use the system, including published books, is available from multiple sources.

- **Available Add-Ons:** WordPress.org lists thousands of community-contributed add-ons available for download.

- **Where to Find Information on Add-On Modules:** WordPress.org has a listing of add-on modules that includes community ratings and reviews.

- **Likelihood that Add-Ons Will Be Needed:** More complex sites will likely require a substantial number of add-on modules in addition to the core code.

- **Installing an Add-On:** To install an add-on module, a site administrator simply locates the module in the administrative interface and installs it in a one-click process.

- **Importing from a Data File:** The standard install comes with several importing tools and many more are available as community contributed add-ons.
Ease of Content Editing

- **Look of Administrative Interface:** The interface for adding or editing content is polished and friendly-looking, with a useful “dashboard” of recent drafts and comments. Administration screen views are customizable by the user and include contextual help.

- **Ease of Finding What You Want to Edit:** An administrator can easily find the particular page or article they want to edit within the visitor view of the website, and then click a button to edit it, or they can browse or search through a list of all pages in the administrative interface.

- **Ease of Text Editing:** Editing the text of an existing page is straightforward. Text can be formatted using a standard, Word-style WYSIWYG formatting toolbar.

- **Integration of Advanced Options:** When editing a page advanced options are readily available, but can be selectively removed to simplify the screen for efficient work flow.

- **Pasting from Word:** The system handles text pasted in from Microsoft Word reasonably well through a “Paste from Word” button on the WYSIWYG editor toolbar.

- **Adding an Image or Document:** An image can be uploaded and added directly from the page-editing form. The user can browse for files from their local drive, then upload to the CMS. Uploaded images or documents can then be added to the content from this interface.

- **Advanced Image Manipulation:** Images can be scaled, cropped and otherwise manipulated when uploaded.

- **YouTube Videos:** YouTube videos can be embedded in a page by pasting the YouT ube URL into the WYSIWYG editor where the system will automatically convert it to an embedded video. However, there is also an “Insert Video” button that does not reliably work when a YouTube URL is entered, which is likely to be confusing to many users.

- **Adding a New Page:** The option to add a new article is prominent and obvious. New pages are edited the same way as any other content, and can be published into sections on the site by picking a parent page.

- **Administrative Languages:** The administrative interface is available in 61 languages.

- **Reverting to Previous Page Versions:** The core site includes the ability to easily see a history of all previous version of a page, and revert back to one of them with a click of a button.

- **Previewing Before Publishing:** A content editor can easily preview how pages and posts will look within the context of the full page. However, sidebar items cannot be previewed before making them live.

- **Editor Documentation:** The WordPress community offers several manuals targeted at content editors and non-technical administrators.

Ease of Managing a Site

- **Adding a Section to the Navigation Bar:** As you set each page up, you can define whether it should go into the navigation bar, or otherwise where it should fall in the site hierarchy. Alternatively, you can create custom menus and hierarchies via the new menu administration area.

- **Editing Footers or Sidebars:** Sidebars can be updated through the widget menu. The manner of updating page headers and footers is dictated by the theme: some are controlled by widgets and can be updated through the widget menu; other themes have optional admin menus for the header and footer; or the site administrator may need to edit the theme files via HTML.

- **Managing Site Users:** A non-technical administrator can easily add, delete or change the security levels of users.

- **Managing Images and Documents:** A non-technical administrator can view the images and documents used on the site through a “Media Manager.” Using this interface, they can find all images and uploaded files, see where they are used on the site and perform bulk actions on your files, including deleting all files that are not currently attached to the website.

- **Site Backup:** To back up the website, a site administrator downloads all the site assets (HTML pages, documents, images, and so on) from a single directory on the web server, and then backs up the database either in phpMyAdmin (provided by most web hosts) or using simple commands on the command-line. Third-party add-ons can help with this process.
• **Amount of Storage Offered:** Because the governing body of the community does not offer hosted implementations of the system, storage space is determined by the third-party host.

• **Upgrade Frequency:** The system is supported by an active community, which releases an incremental feature upgrade two to three times per year, with smaller upgrades in between.

• **Upgrades that Affect Themes and Add-Ons:** Major upgrades may break existing add-on components but correctly coded themes should not be adversely affected by most system upgrades. Since January 2007, three major updates have affected plug-ins.

• **Notification of Out-of-Date Version:** The CMS includes a notice to the administrator when they are using an out-of-date version of the system.

• **Options to Not Upgrade:** The CMS maintains legacy branches, one version behind the current, so those who choose not to make a major update (which might break themes and add-ons, for instance) can still get security updates.

• **Ease of Installing an Upgrade:** To install a new update, the administrator backs up the site, then uses an automatic upgrade utility in the web interface.

**Structural Flexibility**

• **Number of Pages:** There is no practical limit to the number of pages the platform can support.

• **Levels of Hierarchy:** Pages can be arranged into a hierarchy with as many levels as you like.

• **Displaying Content Automatically Based on Category:** Site posts and pages can be placed in one or multiple categories. The platform automatically displays the posts in the appropriate sections based on those categories.

• **Support for Unusual Content Types:** The system is based around the idea of pages and posts. The core system includes the infrastructure to add custom-content types (event listings, a directory of local stores, and so on) but not the administration tools; the administrator must use one of several community contributed add-ons to install an interface with which to create custom content types.

• **Related Items:** Add-on modules are available to create a “related items” feature on a page. This will automatically display links to site information similar to that shown.

• **Changing Sidebar Elements without Changing the Template:** Editors can choose which “widgets” appear on a page by defining which page template should be used. To specifically designate which page certain sidebar elements will appear on you will need to install a community contributed add-on.

• **Search Engine:** The system includes a search engine that will searches native content entered in the site. However, the search engine does not index uploaded attachment files such as PDFs or Word files.

• **Multi-Language Support:** An add-on package helps manage a single piece of site content that appears in multiple languages (for example, a news story with both English and Spanish versions).

• **Sharing Content Across a Set of Affiliated Websites:** You can use different themes for different site sections, and define what data can go in each section using a variety of criteria. This makes it straightforward to support a group of affiliated websites that share some pieces of content but not others.

• **Support for Multiple Domains:** You can support sites with different domains using the same deployment of the CMS.

• **Support for Unicode or Right-to-Left languages:** The system supports unicode and right-to-left languages.

**Graphical Flexibility**

• **Finding Pre-Packaged Themes:** Hundreds of prepackaged graphical themes are available. The official CMS website includes version compatibility, ratings and download statistics.

• **Creating a Custom Theme from Scratch:** Creating a custom theme involves creating several different template files, a style sheet and a screenshot of the theme.

• **Creating a Theme from an HTML Page:** Adapting an existing HTML page and style sheet to create a theme involves several steps: creating template files from the HTML page; creating a style sheet; including any images;
determining where content and functional elements should go in the templates; and adding any additional necessary files.

- **Design Flexibility:** This theming structure provides a huge amount of flexibility in site look and layout. It supports nearly any web page that can be designed via HTML and CSS.

- **Defining multiple templates for one site:** An administrator can set up as many page templates for the site as they like and set a default template for new pages. Content editors can further define which page uses which template in the editing screen.

- **Defining the Look of Sidebar Elements:** Each sidebar element (called a “widget” in WordPress) has a specific ID, which can be used in the CSS file to customize styles just for that particular area.

- **Print-Friendly Version:** Plug-in options are available to create print-friendly views or the site developer can create a print style sheet and include the code in the theme.

- **Responsive Design:** The default template automatically resizes to the dimensions of the browser window, but not pictures. Community-contributed themes exist that incorporate responsive design.

- **HTML5/CSS/Javascript access:** Users have access to the level of coding (HTML5/ CSS/ JavaScript) to create any new template, including one built with responsive design).

### Integration with Constituent Data

- **Web Forms:** Site administrators can create custom forms to collect data from visitors, without coding, through an add-on module.

- **Integration with a Constituent Database:** Add-on modules that manage integrations with Salesforce and Democracy in Action are available.

- **Online Donation Forms:** There is no native support for online donation forms. Add-on modules exist to provide PayPal support for online payments.

- **Donation Fees:** N/A

- **Email-to-Donation Conversion Tracking:** There is no way to use the system to see statistics on how many email recipients actually made donations.

- **Constituent Online Portal:** The user can create data collection forms for constituents. Form data can be added to constituent records via an integration with a constituent database.

- **Tailoring Content-Based Constituent Data:** It is possible to tailor the website to show different content based on certain criteria tracked in the constituent records — for example, a video is only seen by those who donated over $50 — but this would require significant work by a programmer.

- **User Roles and Workflow System Roles:** The system supports three administrative content roles: someone who can draft new content but cannot publish; someone who can draft and publish their own content; and someone who can edit and publish other people’s content as well as their own. Community contributed add-ons allow for the creation of new roles, such as permission to edit based on category.

- **Possible Article Statuses:** Articles can be in draft, pending review or published mode. More content statuses are available through an add-on module.

- **Notifications:** There is no notification system to flag and forward content but add-on modules are available to create this functionality.

- **List of System To-Dos:** Site content editors can see a list of content items that need their attention, such as drafts to be published, within the interface.

- **Auto-Publication:** Content can be set up for auto-publication at a specific date and time.

### Community/Web 2.0 Functionality

- **Comments:** The content editor can allow site visitors to post comments for any piece of site content.

- **Comment Moderation:** The system provides access to very detailed spam filtering and detailed comment moderation support, including the ability to individually whitelist or blacklist users.
• **Blogs:** Blogs, including multi-author blogs, are supported.

• **Community of Blogs:** Registered site visitors can create their own personal blogs on the site, if the administrator allows visitors this ability.

• **Publishing an RSS Feed of Content:** Full support for outgoing RSS feeds is provided.

• **Displaying Others’ RSS Feeds:** Other RSS feeds can be pulled into and displayed on the site as part of the core functionality, but you would need to use an add-on module to moderate which items from those feeds you would like to display.

• **Visitor Profiles:** Public site visitors can create their own site profiles with a few standard fields. More full-featured profiles are available through add-on modules.

• **Social Networking:** A popular add-on module allows public site visitors to friend each other and to create groups.

• **User-Submitted Content:** With an add-on, you can provide a way to allow public website visitors to submit content (like stories or photos) through the front end, and then manage that content like any other site content.

• **Share This and Facebook “Like”:** A number of widely used add-ons allow site visitors to easily repost an article to sites like Twitter or Facebook, or to add a Facebook “Like” functionality.

• **Engagement Dashboard:** Through a combination of core features and using add-on modules, you can create a dashboard overview of how many people have commented or forwarded information.

• **Social Sign-On:** Add-on modules can allow site visitors to log in using their Twitter or Facebook accounts.

• **Email Subscriptions:** Add-on modules can allow visitors to sign up to receive page updates and new comments via email.

### Accessibility

• **WCAG 2.0 Compliance of Core Themes:** The core templates included are not accessible to WCAG 2.0 standards. It is possible, through coding, to bring a theme into compliance.

• **Order of Standard Nav Bar and Content Items:** The standard navigation bar elements and content templates can be linearly ordered within the code by the site administrator, to facilitate screen readers for the visually impaired.

• **WCAG 2.0 Compliance of Administrative Interface:** The administrator interface is not WCAG 2.0–compliant by default.

• **Alt Tags:** Users are prompted to include alt text when uploading or editing images but it is not required.

• **Standard Header Tags:** The core theme creates standard header tags—like H1 and H2 tags—by default, which is an accessibility and search engine optimization best practice. Some themes allow the administrator more or less control over these settings.

### Search Engine Optimization

• **Page Titles and Metadata:** The HTML page title is generally pulled straight from the user input title of the page. Some themes and plug-ins allow you to alter this on a per-page basis. Defining other metadata, including a page description, requires a contributed add-on.

• **Human-Readable URLs:** The text used for page URLs is pulled by default from menu item and page names—making it quite readable by default. It is also possible to rename directory or page file names directly.

• **Multimedia Transcripts:** The system does not support the ability to add substantial transcripts for multimedia (audio/video), except by creating a custom content type.

• **Redirect Support:** 301 redirects are supported by a widely used add-on module.

• **Automatic XML Site Maps:** The system does not automatically create an XML site map to feed search engine crawlers. There are a number of add-ons which can provide this functionality.
Extending Beyond Existing Functionality

- **Customization Flexibility**: The tools available to programmers include access to modify or enhance all system functionality.
- **Likelihood that Custom Add-Ons Will be Necessary**: As the system combined with available community contributed add-ons allows for administrative users to create custom forms or content types through the administrative tools, it’s unlikely that writing custom add-ons will be necessary—except to integrate outside systems, or for unusual or sophisticated needs.
- **Programming Language for Add-Ons**: Add-on components are coded in PHP, a widely used programming language.
- **Updating Core Code**: If you want to extend the system beyond available functionality, you would very rarely need to update the core code.
- **Exporting Content**: The system includes a tool for exporting content out of the system in an XML format.

Security

- **Support for Large Amounts of Traffic**: There are no practical limitations (beyond those imposed by hardware) on how much traffic the CMS will support. This is true for at least up to tens of thousands of visitors a day; the scope of this report did not include investigating beyond that.
- **Caching**: WordPress’s internal cache stores infrequently changing data (like categories). A popular add-on provides page caching.
- **Security Updates**: Security vulnerabilities are not published on WordPress.org. Updates occur frequently.
- **Security Process for Add-Ons and Themes**: There is no official process for vetting add-ons or themes for security issues beyond community ratings.

Support and Community Strength

- **Tech Support**: As an open source system, technical support is available via a network of consultants in the community.
- **Community Support**: There are a number of different helpful forums and discussion lists where anyone can ask questions about the system and receive answers. These communities have a reputation for being helpful to newcomers.
- **Available Books**: Several reputable books on the system are available.
- **System Governance**: WordPress is led and supported by the for-profit company Automatic, which provides the service WordPress.com.
- **Commercial User/Developer Training**: Commercial user or developer training is widely available (either online or traditional classroom).
- **Contextual Help**: There are cues for help that don’t require the user to go reference a separate document.
APPENDIX A: METHODOLOGY

Review Criteria

Much of the criteria in this report is the same as in the original report written in 2009 and the 2010 update. From November 2008 to January 2009, Idealware conducted hour-long telephone interviews with 11 participants to investigate the primary factors to consider when selecting a Content Management System to build a nonprofit website. Four of these interviewees were consultants who implemented more than one of the four systems covered, three were nonprofit staff members who had evaluated Content Management Systems and chosen to implement a particular system, and five were consultants who specialized in a single one of the four systems we covered.

For this expanded edition of the report, we solicited public feedback and updates in July 2012 to revise the initial set of criteria, and invited a set of consultants who had helped with the previous versions of the report and an expert on each system to review the criteria. Based on this feedback, we edited some of the existing criteria and added new ones.

Software Reviews

From July to August 2012, Idealware conducted detailed reviews of all 11 systems with the help of an expert on each system in the case of the four previous open source systems, and with a representative from the vendor in the case of the vendor supported systems. In the case of the four systems covered in our initial report, both Idealware and the system experts reviewed the 2010 description of their systems, walked through it with the expert, and asked them to demonstrate the features that had changed and to show us features relevant to our new criteria.

At the conclusion of the research, the reviews were fact-checked by the system experts and vendors. For a list of report contributors, please see page 4.
In May of 2012, Idealware released a survey to the nonprofit, consultant and CMS communities to determine what systems or types of systems (e.g. open source, enterprise, nonprofit-specific) should be added to the report. The survey results by product name were compared to the survey results by type of system to create a weighted score, which was further compared to the product's prominence as determined by a web search on Google using “[system name] + CMS.”

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<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
<th>Category</th>
<th>Category Score</th>
<th>Google Name + CMS</th>
<th>Google Weighted</th>
<th>Inclusion Score</th>
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### APPENDIX C: HOW WE RATED THE SYSTEMS

Each rating assumes that the system also meets the criteria for all previous rating levels—for example, a system cannot be rated Excellent unless it also meets the criteria for Solid and Fair.

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<thead>
<tr>
<th>Fair</th>
<th>Solid</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ease of Hosting and Installation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• The platform can typically be hosted for less than $100 per month.</td>
<td>• The CMS can be hosted on a standard (and inexpensive) shared Linux/ Apache/MySQL/PHP environment or shared Microsoft Windows/ SQL Server/ASP environment for under $50 per month.</td>
<td>• EITHER: The system is fully hosted by the vendor, which is covered by the monthly license fees; No skills are required, as the vendor performs the installation.</td>
</tr>
<tr>
<td>• A user with experience installing systems (but not this one) can install the core package in several hours.</td>
<td>• The system can be hosted without the need for a virtual private server or a server tailored specifically to the needs of the software from the ground up.</td>
<td>• OR: Someone without any specific technical experience can install the system using a point-and-click interface on the control panel of many major shared hosting services (i.e. through a service like Fantastico).</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Managed hosting support is available from at least several commercial providers.</td>
</tr>
</tbody>
</table>

| **Ease of Setting Up a Simple Site** | | |
| • All typical components to create and administer a basic nonprofit site with a hierarchical page structure are available, at least through plug-ins. | • The core platform includes all typical components to create and administer a basic nonprofit site with a hierarchical page structure. | • Graphical themes appropriate for a small nonprofit website are available easily through the system interface. |
| | • Graphical themes appropriate for a small nonprofit website are available for download. | • Someone without any specific technical experience can install a graphical theme through a user interface in an easy point-and-click process. |
| | • Installing an existing graphical theme is essentially a process of uploading theme files onto the server and then enabling that theme in the web interface. | • Many themes offer parameters that can easily be changed in a non-technical interface, offering easy ways to change logos, banners, font colors, page colors or more. |
| | • Creating a simple 20-page site divided into four sections is quite intuitive, and not likely to require a web-savvy person to consult documentation. | • The core platform includes features to support EITHER featured news stories OR an events calendar. |
| | | • The community provides straightforward documentation on what beginners will need to know and do to get started. |
### Learning Curve to Set Up a Complex Site

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<thead>
<tr>
<th>Fair</th>
<th>Solid</th>
<th>Excellent</th>
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<tbody>
<tr>
<td>• Substantial documentation on how to use the system is available.</td>
<td>• Technically savvy users could familiarize themselves with most of what the system can do in a day or so and understand the system without classroom training.</td>
<td>• Technically savvy users could familiarize themselves with most of what the system can do and how to do it within a few hours by looking at the options in the administrator interface.</td>
</tr>
<tr>
<td>• It’s possible to create multiple levels of page hierarchy and a “related items” feature on a page—if not, this criteria is N/A or Not Applicable, as it’s not possible, by our definition, to build a Complex Site</td>
<td>• Custom themes are primarily controlled through standard HTML and CSS.</td>
<td>• Theme files can be easily found and accessed through the web administration interface.</td>
</tr>
<tr>
<td>• Useful listings of add-on packages are available, if community add-ons are part of the model for the system.</td>
<td></td>
<td>• Reasonably complex sites can be supported without the need for a substantial number of add-on modules OR Add-on modules can be found and installed from within the administrative interface.</td>
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### Ease of Content Editing

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<tbody>
<tr>
<td>• A user without technical knowledge can be trained to use the CMS.</td>
<td>• Web-savvy users are likely to be able to conduct common tasks—such as updating pages or adding new pages—without referring to documentation.</td>
<td>• The interface for adding or editing content is well laid-out and user-friendly.</td>
</tr>
<tr>
<td>• Content editors can do basic text formatting using a standard formatting toolbar rather than through HTML code, at least via an add-on module.</td>
<td>• Content editors can easily find the page or article they want to edit.</td>
<td>• Administrators can easily find the particular page or article they want to edit within the visitor view of the website, and then click a button to edit it.</td>
</tr>
<tr>
<td></td>
<td>• Most users are likely to be able to figure out how to add an image to a page without training.</td>
<td>• Users can easily preview what edits to an existing page will look like in the full context of the page—including images and navigation—before publishing it.</td>
</tr>
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<td>• Users are able to add a standard embed file—for example, to embed a YouTube video—without any technical knowledge.</td>
<td>• Two of the following three are true:</td>
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<tr>
<td></td>
<td>• If a user copies and pastes text from Microsoft Word, the system does not show garbage tags to website visitors, at least with the help of an add-on.</td>
<td>− The core system includes the ability to manually scale, crop and otherwise manipulate photos.</td>
</tr>
<tr>
<td></td>
<td>• Content editors can format text using a robust standard formatting toolbar rather than through HTML code, at least via an add-on module.</td>
<td>− Users can easily see and revert back to an old version of the page.</td>
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<td></td>
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<td>− Many user interface features are particularly friendly and well-designed, providing a particularly polished user interface.</td>
</tr>
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<td></td>
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<td>• The community offers manuals targeted specifically at content editors.</td>
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### Ease of Managing a Site

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| • A non-technical administrator can add a new navigation bar section to the site.  
• A non-technical administrator can add, delete, and change the security levels of users  
• A non-technical administrator can update most sidebars | • A non-technical administrator can update most page headers and footers without knowledge of HTML  
• A site administrator can install an upgrade without technical knowledge beyond how to use a FTP utility | • A non-technical administrator can easily find where to edit sidebar, header and footer information.  
• A non-technical administrator can view all the images and documents contained on the site, and choose to delete them.  
• The CMS includes a notice to the administrator when updates are available.  
• In order to back up or export the website, a site administrator can export all the site assets (HTML pages, documents, images, etc.).  
• All upgrades are performed by the vendor OR A non-technical administrator can use an automatic upgrade utility within the web interface to completely install a new update. |

### Structural Flexibility

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| • There is no practical limit to the number of website pages the platform can support.  
• It’s possible to support most typical types of nonprofit content items (like news stories or a list of events) at least via add-on modules. | • The core system allows you to arrange pages into a hierarchy with as many levels as you like.  
• Site administrators can flexibly define a “related items” feature on a page to automatically show links to similar site information.  
• The platform offers a number of options to define what types of content (for instance, the five most recent news stories or a list of events in March) should go where on the site, in what order, and what information should be shown with each piece of content, without custom code.  
• Users can support sites with different URLs using the same deployment of the CMS. | • A single site page can be categorized and then displayed in as many categories as desired without add-on modules  
− EITHER: An administrator can define which sidebar elements show up on which page by hand, or based on rules defined by sections, content type or user role.  
− OR: The system provides sophisticated support for content that appears in multiple languages.  
• The system allows administrative users to create custom content types (like event listings or a directory of local stores) and define what fields should be stored for each of those content types, without custom code.  
• It’s possible to manage content in multiple languages (for example, a news story with both English and Spanish versions) at least via add-on modules. |

### Graphical Flexibility

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| • The site administrator can choose from at least dozens of pre-packaged graphical themes, or create a custom theme.  
• The site administrator can tailor the colors and the fonts of the site. | • Site administrators can create a custom theme for their site which provides substantial flexibility and graphics.  
• A custom theme is primarily controlled through standard HTML and CSS.  
• It’s possible to find or create templates using responsive design to accommodate viewing the site on a mobile phone. | • You can create as many different graphical page templates for a site as desired.  
• The platform supports nearly any graphic design that can be created via HTML and CSS.  
• It’s possible to style different sidebar elements independently of pages and other sidebar elements.  
• It’s possible to create a print friendly version of a page. |
## Integration with Constituent Data

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| • The system does not currently integrate with any constituent databases, but it is possible to integrate with any software package that provides an open API. | • The system allows users to create forms for online payments.  
• The user can create data collection forms for constituents. Form data can be added to constituent records via an existing integration with a constituent database.  
• You can personalize content based on a visitor's interests, engagement history (e.g. money donated or actions taken), geography or language, but it may require extensive coding by a design studio. | • Supports tight integration with one or more constituent databases.  
• Detailed analytics for marketing campaigns are provided, including statistics on how many email recipients actually made donations.  
• The website can be tailored to show different content based on certain criteria tracked in a constituent database (i.e. donated over $500). |

## User Roles and Workflow

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| • The system allows you to setup different administrative roles | • The core system supports the creation of custom user roles, defining who is allowed to create, update, publish and delete content by content type OR by site section  
• The system tracks prior versions of each page and content item, and allows content administrators to revert back to a previous one.  
• The system allows for a workflow where a user can create content without the rights to publish it to the site.  
• It's possible to save site content in draft mode and allow someone else to review it. | • An administrator can define complex user roles and workflow without resorting to coordinating multiple add-on modules.  
• The system supports the creation of custom user roles, defining who is allowed to create, update, publish and delete content by content type AND by site section, possibly through an add-on module.  
• There is a flexible notification system to flag and forward content items to content administrators' attention, by email or within the system—possibly through an add-on module.  
• Users with publish rights to pages can save their work in progress without making it live to the public.  
• Content can be set up for auto-publication at a specific date and time.  
• Site administrators can see a list or dashboard of content items that need their attention—such as drafts to be published—within the interface, possibly through an add-on module. |
### Community/Web 2.0 Functionality

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<th>Fair</th>
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<tr>
<td>• The content administrator can allow site visitors to post comments for any piece of site content.</td>
<td>• You can pull in and display other RSS feeds on your site.</td>
<td>• Two of the following three are true:</td>
</tr>
<tr>
<td>• Blogs are supported.</td>
<td>• Multi-author blogs are supported.</td>
<td>− Public site visitors can friend each other and create free-form groups, potentially through an add-on module.</td>
</tr>
<tr>
<td>• The system provides full support for outgoing RSS feed.</td>
<td>• Public site visitors can submit and publish content (such as a story or photo), which then can be managed like any other site content by content editors.</td>
<td>− AND You can pull in and display other RSS feeds on your site, and moderate which of the items from those feeds you would like to display, potentially through an add-on module.</td>
</tr>
<tr>
<td></td>
<td>• Widely-used add-ons allow site visitors to easily repost articles to sites like Twitter or Digg, or to add a Facebook “like” functionality.</td>
<td>− AND Registered site visitors can create their own personal blogs on the site, to support a blogging community.</td>
</tr>
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<td></td>
<td>• The system provides detailed comment moderation support.</td>
<td>• Support for commenting is available in the core system, without an add-on.</td>
</tr>
<tr>
<td></td>
<td>• Public site visitors can create their own site profiles.</td>
<td>• You can create a dashboard overview of how many people have commented or forwarded information.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Site visitors can log in using their Twitter of Facebook accounts.</td>
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### Accessibility

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<tr>
<td>• It is possible to create a theme through coding that is WCAG 2.0 compliant.</td>
<td>• You do not need to override the core system to create standard header tags, like H1 and H2 tags.</td>
<td>• WCAG 2.0 are available through the community OR No pre-built themes are available.</td>
</tr>
<tr>
<td>• Users can define alt-tags.</td>
<td>• The standard navigation bar elements and content templates can be linearly ordered within the code to facilitate someone visually impaired reading the site with a screen reader.</td>
<td>• The core system includes a version of the site administration theme that is WCAG 2.0 compliant OR The core theme included with the standard download is accessible to WCAG 2.0 standards.</td>
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### Search Engine Optimization

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<tr>
<td>• Users can define page titles.</td>
<td>• Two of the following three are true:</td>
<td>• Within the core system, the HTML page title is pulled straight from the user input title of the page, and can be customized if desired AND The text used for page URLs is pulled by default from menu item and page names, making it quite readable by default.</td>
</tr>
<tr>
<td></td>
<td>− The HTML page title is pulled straight from the user input title of the page and can be customized if desired, possibly through an add-on.</td>
<td>• The system automatically creates an XML site map to feed search engine crawlers, possibly by way of an add-on module.</td>
</tr>
<tr>
<td></td>
<td>− You do not need to override the core system to create standard header tags, like H1 and H2 tags.</td>
<td>• The vendor provides a user interface to manage 301 redirects, allowing users to easily preserve legacy URLs.</td>
</tr>
<tr>
<td></td>
<td>− Human-readable URLs are created by default, possibly through an add-on.</td>
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### Extending Beyond Existing Functionality

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<tr>
<th>Fair</th>
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<tr>
<td>It’s possible to access the system data programmatically in order to build at least minimal add-ons.</td>
<td>The tools available to programmers include access to modify or enhance all system functionality.</td>
<td>At least one version of the system is completely open source; as such, it’s possible to make any changes desired to the system.</td>
</tr>
<tr>
<td>It’s possible to export content from the system into a generic format.</td>
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### Support and Community Strength

<table>
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| If vendor supported:  
  - The vendor has existed for at least two years, the product for more than one.  
  - The vendor provides at least email support, potentially at additional cost OR at least 20 different independent consultants or firms in the United States provide support or implementation services. | There is an active help forum where users can ask and answer questions about the system.  
  - If vendor supported:  
    - The vendor and product have existed for more than three years.  
  - If open source:  
    - The code base for the system has existed as an open source package for more than three years.  
    - At least 50 different independent consultants or firms in the United States provide support or implementation services.  
    - The system has community forums where questions are asked and answered at least once a day on average. | There is online or classroom training provided on how to develop the system.  
  - If vendor supported:  
    - The vendor and product have existed for more than five years.  
    - The vendor provides phone support, potentially at additional cost.  
    - At least one reputable book on the system is available.  
    - At least 50 different independent consultants or firms in the United States provide support or implementation services.  
  - If open source:  
    - The code base for the system has existed as an open source package for more than five years.  
    - At least 100 different independent consultants or firms in the United States provide support or implementation services.  
    - Several reputable books on the system are available.  
    - There is online or classroom training provided on how to develop the system. |
| If open source:  
  - The code base for the system has existed as an open source package for more than two years.  
  - At least 20 different independent consultants or firms in the United States provide support or implementation services. | | |
APPENDIX D: AUTHORS

Authors

Laura Quinn, Executive Director
Laura has been working in the software sector for more than 15 years. As Idealware’s Executive Director, she directs Idealware’s research and writing to provide candid reports and articles about nonprofit software. Prior to Idealware, Laura founded Alder Consulting, where she helped nonprofits create internet strategies, select appropriate software and then build sophisticated websites on a limited budget. She has also selected software, designed interfaces and conducted user research for multimillion dollar software and website implementations with such companies as Accenture and iXL. Laura is a frequent speaker and writer on nonprofit technology topics.

Kyle Andrei, Research Analyst
As Research Analyst, Kyle is responsible for researching software through demos, interviews and surveys, and using that information to create Idealware’s reports and articles. In addition, Kyle also draws on his broadcasting experience to produce Idealware’s AskIdealware videos. He is a graduate of Indiana State University, where he split his time between managing the student radio station, researching video game communication and working on local elections.

Chris Bernard, Editorial and Communications Director
Chris is a longtime freelance writer who has worked in journalism, advertising, and corporate marketing and communications, and as a technical writer for several high-tech startups. He brings 19 years of experience telling stories and crafting messages to his work with nonprofits.
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<tr>
<th>Top Content Management Systems</th>
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<tbody>
<tr>
<td>WordPress</td>
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<tr>
<td>Drupal</td>
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<td>Joomla!</td>
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**San Francisco, CA**  
Ready for Blackbaud bliss? We’re your independent team of NetCommunity experts. We balance awesome functionality with beautiful design. Ask about our projects! Beyond Nines is rooted in your success.  
Lisa Lane Kasperzak, 206-651-5099 or info@beyondnines.com

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<th>Top Content Management Systems</th>
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<tr>
<td>NetCommunity</td>
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<td>WordPress</td>
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### Confluence

![Confluence logo](image)  
**www.confluencecorp.com**  
**Los Angeles, CA**  
Lisa Rau, 800-819-7232 or info@confluencecorp.com

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<th>Top Content Management Systems</th>
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<td>Joomla!</td>
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<td>Drupal</td>
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<th>Company</th>
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<tbody>
<tr>
<td>FivePaths</td>
<td><a href="http://www.fivepaths.com">www.fivepaths.com</a></td>
<td>Chico, CA, San Francisco, CA and San Rafael, CA</td>
<td>FivePaths’ years of focus on nonprofit technology brings a rare level of expertise in the most effective technology solutions for your project. We specialize in Web, CRM and strategic tech consulting. Eric Leland, 415-326-3483 or <a href="mailto:eric@fivepaths.com">eric@fivepaths.com</a></td>
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<td>Forum One Communications</td>
<td><a href="http://forumone.com">forumone.com</a></td>
<td>San Francisco, CA</td>
<td>Forum One provides expertise in digital communications, online communities, user experience and design, and building innovative websites to help organizations expand their influence and impact. Andrew Cohen, 703-548-1855 or <a href="mailto:newbusiness@forumone.com">newbusiness@forumone.com</a></td>
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<tr>
<td>Freeflow Digital</td>
<td><a href="http://www.freeflowdigital.com">www.freeflowdigital.com</a></td>
<td>Santa Rosa, CA</td>
<td>Freeflow Digital is an online consultancy helping organizations make better use of information through data integration, analysis, visualization, and web design and development. Certified B Corp. Peter Davis, 541-636-0629 or <a href="mailto:info@freeflowdigital.com">info@freeflowdigital.com</a></td>
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<td><strong>Oakland, CA</strong></td>
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</tr>
<tr>
<td>Melissa Roberts, 202-234-5613 or <a href="mailto:contact@freerange.com">contact@freerange.com</a></td>
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<td>Greg McAvoy-Jensen, 916-647-6350 x730 or <a href="mailto:greg@granitehorizon.com">greg@granitehorizon.com</a></td>
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<td><strong>Groove Interactive</strong></td>
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<td><a href="http://www.grooveinteractive.com">www.grooveinteractive.com</a></td>
</tr>
<tr>
<td><strong>San Francisco, CA</strong></td>
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<tr>
<td>We develop high quality, innovative websites for non-profit organizations since 1998 focused on usability, accessibility, open source solutions, and web standard design and development.</td>
</tr>
<tr>
<td>Brian Miller, 415-409-9020 or <a href="mailto:contact@grooveinteractive.com">contact@grooveinteractive.com</a></td>
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| www.wiremedia.net  
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<td>San Rafael, CA</td>
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<tr>
<td></td>
<td>Marilyn Kroplick, 818-209-1021 or <a href="mailto:marilyn5001@gmail.com">marilyn5001@gmail.com</a></td>
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<td>Agentic Communications</td>
<td>agentic.ca</td>
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<tr>
<td>Vancouver, British Columbia, Canada</td>
<td>Drupal</td>
</tr>
<tr>
<td>Core website design, strategy, and transformational digital media solutions. We specialize in creating websites in Drupal for social change organizations and believe in using digital media for good.</td>
<td></td>
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<tr>
<td>Phillip Djwa, 604-255-2131 or <a href="mailto:agentic-info@agentic.ca">agentic-info@agentic.ca</a></td>
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<th>awk(ward)</th>
<th>cat</th>
<th>awkwardcat.com</th>
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<tr>
<td>Curitiba, PR, Brazil</td>
<td>FREE New Relic monitoring ($1,788 value) for the first 5 clients. We make your existing website faster and more reliable with code optimization, Linux and Windows optimization and live backups.</td>
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</tr>
<tr>
<td>Eric Cocozza, 888-959-0612 or <a href="mailto:eric@awkwardcat.com">eric@awkwardcat.com</a></td>
<td>WordPress</td>
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<td>Drupal</td>
<td>Joomla!</td>
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</table>

We could not have selected a better team than Granite Horizon. They were totally committed to our success and went above and beyond to ensure a quality product. We will happily turn to them again for future needs.

— Gene Brumblay, Senior Web Services Manager, Make-A-Wish Foundation of America

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granitehorizon.com
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<tr>
<td><strong>Bonn, Germany</strong></td>
<td>We implement and customize open source software. Our strong point: a deep understanding of our clients’ requirements that leads to building user-friendly, documented and maintainable applications. Jutta Horstmann, +49-228-2401295 or <a href="mailto:contact@dataintransit.com">contact@dataintransit.com</a></td>
</tr>
<tr>
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<td>Freeform Solutions is a not-for-profit organization that helps not-for-profit and charitable organizations use technology to build their capacity and increase their effectiveness. Jason Côté, 647-723-5415 x100 or <a href="mailto:jason@freeform.ca">jason@freeform.ca</a></td>
</tr>
<tr>
<td><strong>Netsight</strong> <img src="image" alt="netsight" /></td>
<td>Netsight combine both technical and design expertise to produce great intranets and public websites. We have delivered over 200 successful projects for corporate, public sector and NGO clients. Matt Hamilton, +44-117-9090901 or <a href="mailto:info@netsight.co.uk">info@netsight.co.uk</a></td>
</tr>
<tr>
<td><strong>ADWebcom</strong> <img src="image" alt="ADWEBCOM" /></td>
<td>Andrea Dubravsky, 905-901-2506 or <a href="mailto:info@adwebcom.com">info@adwebcom.com</a></td>
</tr>
<tr>
<td><strong>Pixelita Designs</strong> <img src="image" alt="pixelita" /></td>
<td>Joni Mueller, 713-921-1694 or <a href="mailto:joni@pixelita.com">joni@pixelita.com</a></td>
</tr>
<tr>
<td><strong>Practicall</strong> <img src="image" alt="practicall" /></td>
<td>Amir Simantov, +05-48-158185 or <a href="mailto:info@practicall.co.il">info@practicall.co.il</a></td>
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<td><strong>Top Content Management Systems</strong></td>
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<tr>
<td><strong>Springfield, VA</strong></td>
<td>Balance Interactive is a full service web design and development agency. Our holistic approach to online communications enables our clients to strengthen client relationships and achieve results. Tracy Betts, 703-451-8675 or <a href="mailto:tracy.betts@balanceinteractive.com">tracy.betts@balanceinteractive.com</a></td>
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### MID ATLANTIC

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### Handy Web Redesign Checklist:

- [ ] Select award-winning firm with experience on many CMS platforms
- [ ] Get user-centered design - must be unique & fabulous
- [ ] Market the heck out of site
- [ ] Laugh along the way

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Ben LeDonni, 800-805-5195 or nonprofit@creativemms.com | **Top Content Management Systems** | **WordPress**  
**Drupal** |
|---|---|---|---|
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**Washington, DC**  
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**Drupal**  
**WordPress** |
| **Forum One Communications** | **forumone.com**  
**Alexandria, VA**  
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Andrew Cohen, 703-548-1855 or newbusiness@forumone.com | **Drupal**  
**WordPress** |
<table>
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<tr>
<th>MID ATLANTIC</th>
<th>Top Content Management Systems</th>
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Washington, DC  
We work with non-profit and socially responsible businesses to create story-based brands, transforming visions for a better future into emotionally compelling media - interactive, print, and video.  
Melissa Roberts, 202-234-5613 or contact@freerange.com |
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Alice Hendricks, 202-588-5640 or info@jacksonriver.com |
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John Kim, 703-297-8787 x116 or jkim@magnummultimedia.com  
Drupal  
Adobe Business Catalyst |
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<th><strong>Message Agency</strong></th>
<th>messageagency.com</th>
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<td><strong>MESSAGE AGENCY</strong></td>
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<td>We are a full-service interactive studio that helps nonprofit clients market their missions through intuitive messaging and dynamic websites. We specialize in integrating Drupal with Salesforce.com. Marcus Iannozzi, 215-546-6496 or <a href="mailto:info@messageagency.com">info@messageagency.com</a></td>
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<tr>
<th><strong>Mysamaris</strong></th>
<th><a href="http://www.mysamaris.com">www.mysamaris.com</a></th>
<th>Arlington, VA</th>
<th>Luminate, Drupal, WordPress</th>
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<td><strong>MYSAMARIS</strong></td>
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<td>Mysamaris is an online technology services company that provides a full suite of innovative and creative solutions for nonprofits, including expert level Convio consulting and technical assistance. Kimberly Gromada, 703-516-0260 or <a href="mailto:info@mysamaris.com">info@mysamaris.com</a></td>
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<th><strong>New Signature</strong></th>
<th><a href="http://www.newsignature.com">www.newsignature.com</a></th>
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<td>New Signature combines strategic thinking, stunning design and emerging technologies to create innovative websites and applications that deliver an award-winning user experience. Nathan Casaday, 202-452-5923 or <a href="mailto:sales@newsignature.com">sales@newsignature.com</a></td>
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<td>Rock River Star</td>
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<td>Rock River Star is a digital strategy, consulting, and development firm helping nonprofit, higher ed, and corporate clients deliver on their mission by meeting the challenges of online communications. Nathan Gasser, 215-592-7673 or <a href="mailto:ngasser@rockriverstar.com">ngasser@rockriverstar.com</a></td>
</tr>
<tr>
<td>Sleight-of-Hand Studios</td>
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<td>Fairfax, VA</td>
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</table>
| Sleight-of-Hand Studios pro-
| vides an interdisciplinary ap-
| proach that leverages consulting, design and technology to improve communications, outreach and awareness for our nonprofit partners. Dori Kelner, 703-758-7178 or sales@sohstudios.com |
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| ing, MD                     | Drupal, Ektron |
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<p>| tions, simply. We partner with you by using our skills in user-research, visual design, integration and implementation to build compelling web and mobile experiences. Matt Crudello, 301-530-9106 or <a href="mailto:sales@terpsys.com">sales@terpsys.com</a> |</p>
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<td><a href="http://www.trellon.com">www.trellon.com</a></td>
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<td>[Image] Trellon</td>
<td><strong>Washington, DC</strong></td>
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<tr>
<td>[Image] Trellon</td>
<td>Trellon builds outstanding websites for organizations with missions that matter. We specialize in web strategy, CRM systems, social networking, and mobile applications. Michael Haggerty, 240-643-6561 or <a href="mailto:heytrellon@trellon.com">heytrellon@trellon.com</a></td>
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| **Vim Interactive** | ExpressionEngine, Drupal, WordPress |
| [Image] Vim Interactive | viminteractive.com |
| [Image] Vim Interactive | **Baltimore, MD and Washington, DC** |
| [Image] Vim Interactive | Having worked on dozens of award-winning non-profit website redesigns, Vim recognizes that non-profits deserve a unique approach throughout the architecture, design, and development of their websites. Mike Kapetanovic, 800-704-4846 or mike@viminteractive.com |

| **Wire Media** | Drupal, WordPress, CMS Made Simple |
| [Image] Wire Media | **Philadelphia, PA** |
| [Image] Wire Media | Strategic, integrated creative and technical solutions to help nonprofits grow membership, build support, increase impact, and support the mission. We help maximize budgets and plan long term. Marcy Rye, 323-315-0400 or touchbase@wiremedia.net |
### MID ATLANTIC

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<td>Zivtech</td>
<td><a href="http://www.zivtech.com">www.zivtech.com</a></td>
<td>Philadelphia, PA</td>
<td>Andrew Wilson, 215-922-2692 or <a href="mailto:info@zivtech.com">info@zivtech.com</a></td>
<td>Drupal</td>
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<td>CEDC.org</td>
<td><a href="https://cedc.org">https://cedc.org</a></td>
<td>Washington, DC</td>
<td>Laryn Bakker, 202-657-5676 or <a href="mailto:web@cedc.org">web@cedc.org</a></td>
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<td><a href="http://www.leapingbytes.com">www.leapingbytes.com</a></td>
<td>Silver Spring, MD</td>
<td>Elena Tchijov, 240-583-0290 or <a href="mailto:info@leapingbytes.com">info@leapingbytes.com</a></td>
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<td>WordPress</td>
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<td><a href="http://www.beyondnines.com">www.beyondnines.com</a></td>
<td>Kansas City, KS</td>
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<tr>
<td>Kansas City, KS</td>
<td>Ready for Blackbaud bliss? We're your independent team of NetCommunity experts. We balance awesome functionality with beautiful design. Ask about our projects! Beyond Nines is rooted in your success.</td>
</tr>
<tr>
<td>Lisa Lane Kasperzak, 206-651-5099 or <a href="mailto:info@beyondnines.com">info@beyondnines.com</a></td>
<td>NetCommunity WordPress</td>
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<tr>
<td><strong>Careytech Studios, LLC</strong></td>
<td>careytech.com/ideal</td>
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<tr>
<td>Shoreview, MN</td>
<td>CMS usability and workflow tailored to client, multi-user with role-based permissions, responsive design for mobile and tablets, membership- and magazine-based sites, multi-lingual, government, corporate and non-profit.</td>
</tr>
<tr>
<td>Randy Carey, 651-315-7801 or <a href="mailto:architech@careytech.net">architech@careytech.net</a></td>
<td>Joomla!</td>
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<td><a href="http://www.cathexispartners.com">www.cathexispartners.com</a></td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>Cathexis Partners helps organizations raise funds, expand house files, and spread the word about their mission more effectively and efficiently through our database and website services.</td>
</tr>
<tr>
<td>Mark Becker, 773-274-0769 or <a href="mailto:info@cathexispartners.com">info@cathexispartners.com</a></td>
<td>Luminate NetCommunity WordPress</td>
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<td>Plone, WordPress</td>
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<td>Drew McManus LLC</td>
<td><a href="http://www.ventureindustriesonline.com/">www.ventureindustriesonline.com/</a></td>
<td>Oak Park, IL</td>
<td>neutral advice, WordPress</td>
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<td>WordPress, Drupal, SharePoint</td>
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<td>SmartCause Digital</td>
<td><a href="http://www.smartcausedigital.com">www.smartcausedigital.com</a></td>
<td>Chicago, IL</td>
<td>SmartCause Digital is a web development and digital strategy firm. We work with nonprofits and companies with a social benefit to build websites, create digital strategy and run online campaigns. Yesenia Sotelo, 773-977-8330 or <a href="mailto:info@smartcausedigital.com">info@smartcausedigital.com</a></td>
</tr>
<tr>
<td>Six Feet Up, Inc.</td>
<td>sixfeetup.com</td>
<td>Fortville, IN</td>
<td>Six Feet Up is a WBE firm that develops, hosts and supports sophisticated enterprise content management and collaborative intranet projects. Our clients include Harvard, UCLA, Eli Lilly and Oxfam. Carol Ganz, 866-749-3338 or <a href="mailto:sales@sixfeetup.com">sales@sixfeetup.com</a></td>
</tr>
<tr>
<td>The Center for Association Growth</td>
<td><a href="http://www.tcag.com">www.tcag.com</a></td>
<td>Glenview, IL</td>
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<td>Webitects</td>
<td><a href="http://www.webitects.com">www.webitects.com</a></td>
<td>Chicago, IL</td>
<td>Serving nonprofits for more than 15 years, we understand each organization is unique and a CMS is more than just software. We offer strategic guidance, support, and a solution tailored to your needs. Billy Belchev, 312-469-5444 or <a href="mailto:talktous+cms@webitects.com">talktous+cms@webitects.com</a></td>
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<tr>
<td>Fuse IQ</td>
<td><a href="http://www.fuseiq.com">www.fuseiq.com</a></td>
<td>Chicago, IL</td>
<td>Tim Godfrey, 206-788-4484 or <a href="mailto:info@fuseiq.com">info@fuseiq.com</a></td>
</tr>
<tr>
<td>Williams Randall Marketing</td>
<td><a href="http://www.fuseiq.com">www.fuseiq.com</a></td>
<td>Indianapolis, IN and Terre Haute, IN</td>
<td>Gerry Randall, 317-644-3434 or <a href="mailto:gerry.randall@willran.com">gerry.randall@willran.com</a></td>
</tr>
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</table>
### Dannay Consulting

**Website**: [www.dannay.com](http://www.dannay.com)

**Location**: Northborough, MA

Dannay Consulting offers web design, web development, online marketing (SEO/SEM), and email marketing services for business websites, online products, training modules, communities, and portals.

Kathryn Dannay, 508-709-9077 or kathryn@dannay.com

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<td>Firefly Partners</td>
<td><a href="http://www.fireflypartners.com">www.fireflypartners.com</a></td>
<td>Boston, MA</td>
<td>Luminate, Drupal, WordPress</td>
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<td>![Firefly Partners Logo]</td>
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<tr>
<td>Human Service Solutions, LLC</td>
<td><a href="http://hwsolutions.com">hwsolutions.com</a></td>
<td>Framingham, MA</td>
<td>ExpressionEngine, WordPress, Custom CMS builds</td>
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<td>![Human Service Solutions Logo]</td>
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<tr>
<td>Mysamaris</td>
<td><a href="http://www.mysamaris.com">www.mysamaris.com</a></td>
<td>Greenwich, CT</td>
<td>Luminate, Drupal, WordPress</td>
</tr>
<tr>
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<td>![Mysamaris Logo]</td>
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</tbody>
</table>

### What kind of first impression does your website make?

Many non-profit organizations’ websites don’t reflect how charming they really are—or how much they deserve volunteers, grants and donors. We can help:

- Create a clean, attractive design that supports your mission
- Build you a refreshingly easy-to-use Drupal site
- Connect your Drupal site with your customer database
- Provide rock-solid hosting
- And more!

Give us a call—we’ll help you put your best foot forward.

---

**digital loom**

1035 Cambridge Street, Suite 16E
Cambridge, MA 02141
(617) 395-7698
contact@digital-loom.com
www.digital-loom.com
### NEW ENGLAND

<table>
<thead>
<tr>
<th>Company</th>
<th>Website</th>
<th>Location</th>
<th>Top Content Management Systems</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prelude Interactive</td>
<td>preludeinteractive.com</td>
<td>Boston, MA</td>
<td>WordPress, Joomla!, Drupal</td>
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<tr>
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<tr>
<td>Six Feet Up, Inc.</td>
<td>sixfeetup.com</td>
<td>Rollinsford, NH</td>
<td>Plone, KARL, Pyramid</td>
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</tbody>
</table>

#### Prelude Interactive

We glue systems together: Connecting your CMS with your Salesforce.com instance. We also work with Facebook, Twitter, and other APIs and apps.

Ehren Foss, 512-673-7254 or info@preludeinteractive.com

#### Six Feet Up, Inc.

Six Feet Up is a WBE firm that develops, hosts and supports sophisticated enterprise content management and collaborative intranet projects. Our clients include Harvard, UCLA, Eli Lilly and Oxfam.

Carol Ganz, 866-749-3338 or sales@sixfeetup.com

### NEW YORK AND NEW JERSEY

<table>
<thead>
<tr>
<th>Company</th>
<th>Website</th>
<th>Location</th>
<th>Top Content Management Systems</th>
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<tbody>
<tr>
<td>Ben Freda Consulting</td>
<td>benfredaconsulting.com</td>
<td>New York, NY</td>
<td>WordPress, Drupal, Joomla!</td>
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</tbody>
</table>

#### Ben Freda Consulting

We’re nice people who make great websites. We now offer maintenance and support!

Ben Freda, 646-450-2236 or ben@benfredaconsulting.com

---

**INTEGRATED & SCALABLE LUMINATE™ CMS WORKS FOR YOUR ENTIRE ORGANIZATION**

---

Responsive design
Open API
User generated content
Content syndication

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www.dnlomni.com  (845) 266-6766
<table>
<thead>
<tr>
<th>NEW YORK AND NEW JERSEY</th>
<th>Top Content Management Systems</th>
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<tbody>
<tr>
<td>DNL Omnimedia Inc.</td>
<td>Luminate, WordPress, Drupal</td>
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<td><a href="http://www.dnlomnimedia.com">www.dnlomnimedia.com</a></td>
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<tr>
<td>Poughkeepsie, NY</td>
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<tr>
<td>Your mission may be to change the world. Ours is to change the way people interact with your online presence. We are committed to helping Non Profit Organizations achieve their goals online! Carl Diesing, 845-266-6766 or <a href="mailto:info@dnlomnimedia.com">info@dnlomnimedia.com</a></td>
<td></td>
</tr>
<tr>
<td>New Signature</td>
<td>WordPress, Drupal, SharePoint</td>
</tr>
<tr>
<td><a href="http://www.newsignature.com">www.newsignature.com</a></td>
<td></td>
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<tr>
<td>New York, NY</td>
<td></td>
</tr>
<tr>
<td>New Signature combines strategic thinking, stunning design and emerging technologies to create innovative websites and applications that deliver an award-winning user experience. Nathan Casaday, 202-452-5923 or <a href="mailto:sales@newsignature.com">sales@newsignature.com</a></td>
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<th>PACIFIC NORTHWEST</th>
<th>Top Content Management Systems</th>
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<tbody>
<tr>
<td>Beyond Nines</td>
<td>NetCommunity, WordPress</td>
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<td><a href="http://www.beyondnines.com">www.beyondnines.com</a></td>
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<tr>
<td>Seattle, WA</td>
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<tr>
<td>Ready for Blackbaud bliss? We're your independent team of NetCommunity experts. We balance awesome functionality with beautiful design. Ask about our projects! Beyond Nines is rooted in your success. Lisa Lane Kasperzak, 206-651-5099 or <a href="mailto:info@beyondnines.com">info@beyondnines.com</a></td>
<td></td>
</tr>
<tr>
<td>Forum One Communications</td>
<td>Drupal, WordPress</td>
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<tr>
<td>forumone.com</td>
<td></td>
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<tr>
<td>Seattle, WA</td>
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<tr>
<td>Forum One provides expertise in digital communications, online communities, user experience and design, and building innovative websites to help organizations expand their influence and impact. Andrew Cohen, 703-548-1855 or <a href="mailto:newbusiness@forumone.com">newbusiness@forumone.com</a></td>
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<tr>
<td>Freeflow Digital</td>
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<tr>
<td><a href="http://www.freeflowdigital.com">www.freeflowdigital.com</a></td>
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<tr>
<td>Eugene, OR and Portland, OR</td>
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<td>Freeflow Digital is an online consultancy helping organizations make better use of information through data integration, analysis, visualization, and web design and development. Certified B Corp. Peter Davis, 541-636-0629 or <a href="mailto:info@freeflowdigital.com">info@freeflowdigital.com</a></td>
<td></td>
</tr>
<tr>
<td>Mysamaris</td>
<td>Luminate, Drupal, WordPress</td>
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<td><a href="http://www.mysamaris.com">www.mysamaris.com</a></td>
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<tr>
<td>Seattle, WA</td>
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<tr>
<td>Mysamaris is an online technology services company that provides a full suite of innovative and creative solutions for nonprofits, including expert level Convio consulting and technical assistance. Kimberly Gromada, 703-516-0260 or <a href="mailto:info@mysamaris.com">info@mysamaris.com</a></td>
<td></td>
</tr>
</tbody>
</table>
## PACIFIC NORTHWEST

### Six Feet Up, Inc.

**six feet up**

*where sophisticated web projects thrive*

**sixfeetup.com**

**Seattle, WA**

Six Feet Up is a WBE firm that develops, hosts and supports sophisticated enterprise content management and collaborative intranet projects. Our clients include Harvard, UCLA, Eli Lilly and Oxfam.

Carol Ganz, 866-749-3338 or sales@sixfeetup.com

### Soliton Consulting

**> Soliton Consulting**

**solitonconsulting.com**

**Seattle, WA**

We specialize in Plone to deliver web development, support, hosting and training services to local, national and international nonprofits. Our solutions are highly performant, scalable, and secure.

Fulvio Casali, 206-745-5017 or fulviocasali@gmail.com

### Fuse IQ

**www.fuseiq.com**

**Seattle, WA**

Tim Godfrey, 206-788-4484 or info@fuseiq.com

### Idealist Consulting

**idealistconsulting.com/team**

**Portland, OR**

Cat Monaghan, 800-889-8675 or info@idealistconsulting.com

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**in**

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We use: **Plone**, **KARL**, **Pyramid**

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- Reed Elsevier
- Spyder Active Sports
- Travelocity

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- Amtrak
- Marine Stewardship Council
- Open Society Foundations
- Oxfam
- The Salvation Army
- Warwickshire Police Force

### LIFE SCIENCES:

- Duke Clinical Research Institute
- Eli Lilly & Co.
- Regenstrief Institute
- Sanofi
- Simon Foundation
- University of Virginia Health System

### EDUCATION:

- Harvard University
- Science Learning Centres
- UCLA
- University of Cambridge
- University of Notre Dame
- University of Oxford

### IN EUROPE: Netsight Internet Solutions

**www.netsight.co.uk**

### IN THE US: Six Feet Up, Inc.

**www.sixfeetup.com**

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**Low Cost Content Management Systems** • **October 2012**
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<th>SOUTH</th>
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<tbody>
<tr>
<td><strong>Cathexis Partners</strong></td>
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<tr>
<td>Clermont, FL and Dallas, TX</td>
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<tr>
<td>Luminate NetCommunity WordPress</td>
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<tr>
<td><strong>Causeway Interactive</strong></td>
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<tr>
<td>Asheville, NC</td>
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<td>WordPress Luminate Convio's Pagebuilder</td>
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<tr>
<td><strong>Creative Multimedia Solutions</strong></td>
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<td>Myrtle Beach, SC and Fort Lauderdale, FL</td>
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<tr>
<td>WordPress Drupal</td>
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<td><strong>Doug Addison Web Productions</strong></td>
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<td>WordPress Joomla! Drupal</td>
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</tbody>
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SOUTH

Schipul - The Web Marketing Company

Schipul.com
Houston, TX
Schipul provides your nonprofit with a website and the resources to easily manage your website and web marketing, giving you full control of your online fundraising at any technical skill level.
Sarah Worthy, 281-497-6567 or sales@schipul.com

Pixelita Designs

www.pixelita.com
Houston, TX
Joni Mueller, 713-921-1694 or joni@pixelita.com

Top Content Management Systems

Tendenci
WordPress
Drupal

Prelude always has the client’s best interest in mind. No matter what level of technical knowledge you have, the team provides the right amount of help and assistance through every project.
- Kristine Rheinboldt, Girl Scouts of Central Texas

We’re nonprofit techies and we help organizations get more value out of their technology
Since 2008, we’ve been working with wonderful nonprofits of all sizes. Here are some of the things we do to help causes build capacity and accomplish their goals:

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- Integration with Salesforce.com
- Joomla setup and configuration
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- Custom module, plugin, or extension development

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