

# WALKATHON SITE©

HOW TO BUILD A WEBSITE FOR YOUR WALKATHON  
EVEN IF YOU HAVE NEVER BUILT ONE BEFORE

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[www.walkathonguide.com](http://www.walkathonguide.com)

[www.walkathonshop.com](http://www.walkathonshop.com)

[walkathonsite.homestead.com](http://walkathonsite.homestead.com)

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Please refer to <http://www.walkathonshop.com/site.html> for more details and contact info.

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## 1. INTRODUCTION

Welcome to Walkathon Site<sup>®</sup>, where you can get a professional looking walkathon website up and going quickly and cheaply, no web experience needed.

Check out how your starter Walkathon Site will look:

<http://walkathonsite.homestead.com>

It comes readymade and packed with features. Rather than starting from scratch, you will remove the features you don't need, keep the ones you need, and customize with your own words, colors and pictures.

### How it Works

1. [Click here to sign up with Homestead<sup>®</sup>, a division of Intuit<sup>®</sup>](#) for site hosting and the complimentary SiteBuilder editor that comes with it.
2. Email your user name and password to me at [walkathonguide@gmail.com](mailto:walkathonguide@gmail.com). I will then copy the Walkathon Site into your Homestead account.
3. Customize and publish your site using SiteBuilder

## WHAT YOU GET WITH YOUR WALKATHON SITE

- **Home Page** creates a powerful first impression.
  - Rotating sponsor logos, a major draw for your sponsors.
  - "Our Goal" thermometer and motivation device. You adjust as pledges come in.
  - Ignite word of mouth publicity with eye catching links to your press release, fliers, Twitter page, and Facebook page., and email message, all optional.
  - Countdown to Walkathon Day keeps everyone focused.
  - If you have a blog, display recent posts on your home page via RSS feeds.
- **About** page educates and inspires people about your cause.
- **Details and Registration** page provides a clear three step registration process plus logistical info.
  - Collect basic information by online form that sends you and email message
  - Registrants can pay by check or online to your PayPal or Google Checkout accounts
  - Downloadable additional info participants can print, and carry with them.
  - Location including MapQuest map and directions
  - Frequently Asked Questions address all the details participants need
- **Sponsor or Donate** page is a single place for donations and volunteers.
  - Business sponsors can sign up and donate by check or your PayPal or Google Checkout accounts.
  - Individual donors can by check or online via your PayPal or Google Checkout accounts.
  - In-kind donors are invited to get in touch with you to provide supplies and food.
  - Volunteers are invited to get in touch with you to discuss how they can help.

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## WHY WALKATHON SITE IS FREE

I don't charge you for my design of Walkathon Site or my time in copying it in. Intuit pays me instead, via an affiliate relationship. However in order for me to get paid, you need to click on the link I provide all over this document, [Homestead](#), when you go sign up with Homestead. That's how they track that I brought your business to them. Intuit does not alter their prices to you though, so even if you went directly to Intuit or Homestead the prices would be the same. Thanks for clicking on that link.

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## WHY HOMESTEAD

I have built three websites with with Homestead, including [www.walkathonshop.com](http://www.walkathonshop.com), <http://walkathonsite.homestead.com>, and one for a client in another industry. I've been extremely happy with it every time. SiteBuilder by Homestead is quite easy and fun to use but if you are more advanced, it also lets you add your own html or javascript code, so you can extend the site as much as you'd like. Walkathon Site doesn't require any advanced editing but if you have someone with the skills to do more, SiteBuilder will not hold them back.

I also found their tech support people to be exceptional. I like the fact that you can cancel any time for any reason and immediately stop making payments. I like working with a well known organization like Intuit that is famous for standing by their customers. Recall that they are also the makers of Quickbooks.

## 2. INITIAL SETUP

### STEP 1 OF 2: SIGN UP FOR YOUR [HOMESTEAD](#) ACCOUNT

[Click on this link to sign up with Homestead®](#). When you sign up by clicking on this link, I get paid by Intuit, hence the Walkathon Site can be free to you. See "Why Walkathon Site is Free", above.

- a. When you get to the Homestead home page, sign up for the basic service by clicking on the button that looks like this:



- b. Follow the instructions they provide to get set up.
  - i. As you fill in the first form, say you're building a website for a nonprofit and you're not interested in an ecommerce store.
  - ii. **Select a password that you don't mind sharing with me.** Once I get you set up, you can change it. Please do not tell me a password that you also use elsewhere.
  - iii. Homestead will ask you to "Choose a Design". Choose "start from scratch" *way down at the bottom right*.
  - iv. At this point, Homestead will install its SiteBuilder tool on your computer. If you have any problems with the installation, the support folks at Homestead will talk you through it. Their phone number is at the top right of your screen, 1-800-710-1998, or you can use their online help service and knowledge base.

**CANCEL ANY TIME FOR ANY REASON:** You will need to pay for the site now (\$5 month). If at any time in the future you aren't happy with it, you can easily cancel and immediately stop paying.

I chose Intuit, a very reputable vendor, to be sure that you would feel comfortable that they'll never force you to pay for a plan you don't want.

### STEP 2 OF 2: SEND ME YOUR TEMPORARY USER NAME AND PASSWORD SO I CAN GIVE YOU YOUR TEMPLATE WALKATHON SITE

Please email it to me at [walkathonguide@gmail.com](mailto:walkathonguide@gmail.com). I need

- a. Your name and email address
- b. The username and password you used to set up your Homestead account

I will then put a copy of [walkathonsite.homestead.com](http://walkathonsite.homestead.com) on your website. Please allow two business days. While you are waiting, you can create your design plan (next section). Once I'm done, please change your password in Homestead.

### 3. CREATE YOUR DESIGN PLAN

While you are waiting for me to copy in your website, create your Design Plan. Take a look at <http://walkathonsite.homestead.com>. For your walkathon website, you have the option to literally change it all, or leave it mostly the same. Minimal changes will allow you to finish very quickly. However if you have the time, SiteBuilder has the power to allow you to be as elaborate as you want.

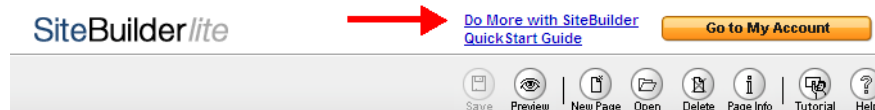
1. Decide on your color scheme, including:
  - ✓ heading text (now green),
  - ✓ the color of the heading box (now grey).
2. Decide on your font. The current font is *Comic Sans MS*.
3. On the Home Page, decide what features to keep, cut, or keep as "under construction":
  - ✓ the goal (thermometer),
  - ✓ press release link,
  - ✓ tell your friends link,
  - ✓ print flyers link,
  - ✓ facebook link,
  - ✓ twitter link,
  - ✓ scrolling sponsor logos,
  - ✓ blog feed,
  - ✓ countdown.
4. On the Details and Registration page, decide:
  - ✓ if you need additional info in the registration form (Step 1),
  - ✓ how you'd like people to pay (by check, online by PayPal and/or Google Checkout),
  - ✓ whether you want to provide a registration packet they can download,
  - ✓ whether you want to keep the map and directions.
5. On the Donate page, decide:
  - ✓ if you need to change your business Sponsors form,
  - ✓ how Sponsors and individuals can donate (by check, online via PayPal or Google Checkout),
  - ✓ whether you want to solicit supplies and food donations,
  - ✓ whether you want to solicit volunteers.
6. On all pages, write the copy to paste in, replacing all the placeholder copy that is currently there.
7. Optional: Gather four or more photos, to replace the shoes you see at the top of all pages, the Home page, About page, and Details and Registration page. You are welcome to use mine as well.
8. Identify any other features you'd like to add. Consider creating a YouTube video and embedding it here.

YOU CAN PUBLISH YOUR SITE BEFORE EVERYTHING IS READY. You don't have to have all of your materials in place in order to publish your site. If you want to get your site up quickly, you can delete some of the features for now or keep them but mark as "Under Construction" until you have associated materials.

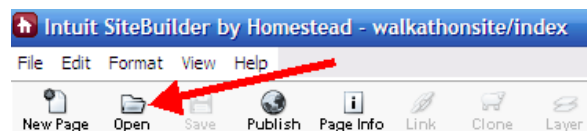
## 4. EDIT AND PUBLISH YOUR WALKATHON SITE

Start once you hear back that I've copied your template Walkathon Site over into your account.

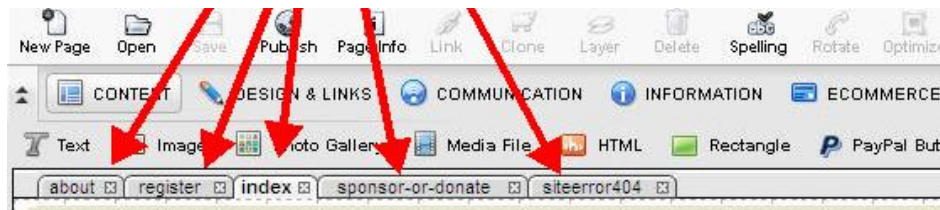
1. Log in to Homestead at <http://www.homestead.com>. Don't start Site Builder directly from your PC because you need to start online to copy Walkathon Site down to your PC.
2. From the online menu, choose "Edit your Site".
3. Click on "Do more with SiteBuilder" up at the top to open SiteBuilder with the new Walkathon Site files:



4. Homestead will copy the new Walkathon Site onto your PC or Mac
5. To set up SiteBuilder to be able to edit each page, click the Open folder icon, then open each web page file. No need to edit them yet. After you've opened them once, they become available as tabs in SiteBuilder.



6. After you've opened each page, you'll see them as tabs. Click on the tabs to open each page.



7. Edit each page based on your Design Plan. To edit each element within each page, click on it. SiteBuilder then displays that elements editing tool on the right side of the window. Note that some elements on the pages link to files and images located in the Folders called Documents, Files, and Images (such as a press release, a flyer, sponsor logos, etc.). You can get to those folders via the "Open icon". Replace my placeholders with your real ones.
8. When you are done, click Publish it will be posted live on the Internet.



9. Test every element of your live site to be sure it behaves as you would expect by clicking on it. If needed, edit again within SiteBuilder and then republish. Spend extra time testing forms. Make sure that when you fill in a form and click Submit, the information comes to your email address.

**Congratulations. You are now a website editor and you have a published Walkathon Site.**

## APPENDIX - MISCELLANEOUS TOPICS

### ABOUT [HOMESTEAD®](#)

A division of Intuit, [Homestead](#) is a comprehensive solution to your online website needs. Whether you want to create a personal website, make a personal website into a small business website, or make an ecommerce website or any other kind of website, they have you covered. Since 1996, more than 12 million customers have used their award-winning products and services to establish their presence on the Web, maintain and promote their site, and sell or market their products and services—all without mastering programming or design. From the award-winning SiteBuilder software to ecommerce solutions and world-class support, they help small businesses achieve success online.

I built [www.walkathonshop.com](#) using Homestead. I was so happy with the experience, including the SiteBuilder tools, the hosting service, and the people on the technical support hotline, that I decided to use it as the basis for Walkathon Site.

### WHAT IS WEB HOSTING?\*

In order to publish a website online, you need a Web host. The Web host stores all the pages of your website and makes them available to computers connected to the Internet. The [domain name](#), such as "sony.com," is actually linked to an [IP address](#) that points to a specific computer. When somebody enters your domain name into their browser's address field, the IP address is located and Web site is loaded from your Web host.

\*Source: [www.techterms.com](#)

## OVERVIEW OF SITEBUILDER

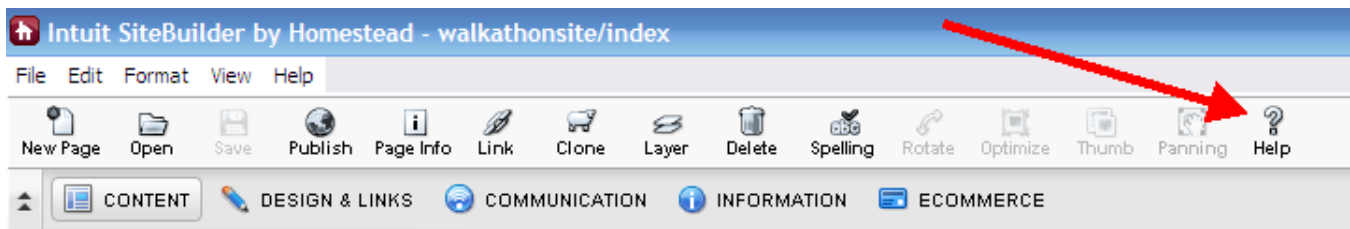
SiteBuilder is a tool for - you guessed it - building websites. It is designed to make it easy for people not experienced with web design to build their own websites. It is part of the Homestead family of services. It comes at no extra charge with the basic package you get when you sign up with Homestead.

For your walkathon website, you'll need to use two parts of SiteBuilder - the Page Editor and the File Manager. It's always good to know about the Help System as well.

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## SITEBUILDER HELP

Let's start with the Help System. Click on Help any time you get stuck. Also, my overview here is very brief. Get all the details from Help.



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## SITEBUILDER FILE MANAGER

Use the **File Manager** to upload your files such as your flyer, press release, registration packet, sponsor logos, etc., to replace the placeholder versions I have provided to get your started.

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## SITEBUILDER PAGE EDITOR

Use the **Page Editor** to customize each page of your site, based on your Design Plan. When you are in the Page Editor, you can click on any element of that page. On the far right of the window, you'll see the editing tools appropriate for modifying that element.

## ACCEPTING DONATIONS AND REGISTRATION FEES USING PAYPAL OR GOOGLE CHECKOUT

What you do here depends on whether your group already accepts online donations via PayPal or Google Checkout on another website or blog, or if this is your first foray into accepting online donations.

### IF YOUR GROUP ALREADY ACCEPTS DONATIONS ONLINE ON ANOTHER WEBSITE

If your group already has a PayPal or Google Checkout account and is accepting donations on another website or blog, and you want to collect payments into the same account, your job is very easy.

Grab the html source for accepting donations from the existing site. Ask the person who built that site for help to get the source code. They should be able to send it to you in the body of an email message.

### IF THIS IS YOUR FIRST TIME ACCEPTING PAYMENTS ONLINE

Two good choices for accepting online payments are Google Checkout and PayPal. Each will take you through the process of getting set up.

#### GOOGLE CHECKOUT

[Learn about Google Checkout here.](#) This page will take you through the entire setup process. Then follow the steps on page 11 to place your button code onto each page of your Walkathon Site.

#### PAYPAL

[Learn about PayPal here.](#)

To set up your PayPal account:

1. Go to [www.paypal.com](http://www.paypal.com) and click on Sign Up at the very top center of the window.
2. Select a Business account.
3. Most walkathons would select Website Payments Standard. Read the info provided to decide.
4. Follow the instructions from there to sign up.

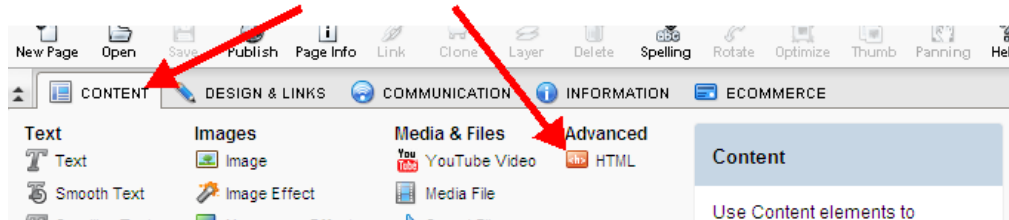
Get your PayPal Buy Now and/or Donate buttons:

1. Go to [www.paypal.com](http://www.paypal.com). Under Get Paid, select Accept Credit Cards.
2. Most walkathons would select Website Payments Standard. Read the info provided to decide.
3. Follow the instructions from there to get the code for your payment buttons (one at a time). Then follow the steps on page 11 to place your button code onto each page of your Walkathon Site.

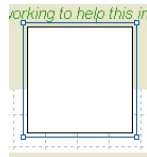
## HOW TO PASTE YOUR PAYMENT BUTTON INTO YOUR WALKATHON SITE

Follow these instructions once you have a PayPal or Google Checkout account in place and ready to accept donations, and you have created your button code ready to be pasted into your Walkathon Site. It doesn't matter whether your button came from one or the other.

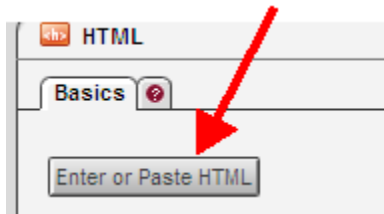
1. In SiteBuilder, click on Content, then HTML.



2. You'll see a white box on your page. Click on it to select.



3. Then on the far right, click Enter or Paste HTML. Paste in the html code and Save.



4. Test it by clicking Preview on the lower left. You should be able to click on the payment button and get to the appropriate Google Checkout or PayPal screen that accepts payments for your group.

