22 December 2022

The French Bulldog Club of NSW
New Website
Architecture and Features

The French Bulldog Club of NSW's new website is located at:

https://frenchbulldogclubnsw.asn.au

Where possible the Club has utilised free off-the-shelf web tools and only sought to pay for software that we could see will have a requisite return on investment or will create significant savings of administrative time to warrant the expenditure. This has kept capital and ongoing annual fees to a minimum.

Additionally, software selection has been on the basis that it be easy to operate (to an intermediate skill level) and should replace existing manual or semimanual tasks allowing people's disposable effort to be deployed in more meaningful endeavours (for both the volunteer and our constituents).

The main aims of the new site are:

- To reduce the complexity of our renewal process (requiring bank transfers and sending completed paper registration forms).

- To harness and create a deeper engagement with our dedicated Facebook page with 8,600 followers.

- To solve the barriers to renewal and joining by enabling online payments. While at the same time opening the opportunity for online sale of merchandise, event registrations and donations.

- Integrate the Club's administrative tools into cloud-based software that ensures continuity of team efforts, capacity to easily collaborate on projects, easy document version control, eliminate multiple terrestrial databases and collect the Club's documentary assets in one easy to access but secure online repository. Allowing:

   o Help to run committee meetings with a new Committee Hub.

   o A new Member Hub with member-only resources.

- Introduce a "Breeder's with Puppies" page and frame up a stronger Frenchie Rescue process providing a surrender application and a fosters' application / waiting list.

Platform Architecture

Wordpress Open Source CMS

Loaded onto the CMS are the following additional technologies:

Avada Page Builder – Page Editor allowing editing of site via a simple front-end editor

Ultimate Member – User Profile & Membership Plugin for WordPress – built to manage membership levels and access rights across the CMS. The following addons have also been deployed:
- Social Media Login to allow members to use their social media service as a login rather than a unique ID
- WooCommerce Integration – connects the Membership and commerce systems
- MailChimp Integration – providing communication management and analysis of broadcast emails.
- Profile Tabs – to allow multiple profile options specially to allow Recognised Breeder pages and allow self service changes to breeders' listings.

WooCommerce - customisable, open-source eCommerce platform built on WordPress. The following addons have also been deployed:
- Credit Card Gateway – allowing us to accept payments into our existing facility without changing our existing banking or credit card merchant arrangements. Also allowing us to sell merchandise online and in person and sync all payments and inventory.
- Subscriptions – provides ability for members to subscribe and pay their annual fees automatically by registering their Credit Card in our secure commerce system – negating the need for renewal notices and reminders

Other Wordpress plugins installed allow us to back up, expire pages, create easy designs, facilitate online features (including puppy and rescue listings) easily, and organise our online media.

Other software used:

- Mailchimp – Sync data from the Membership system into a new email broadcast system
- Zapier – Provides data flow and system automation between all systems