



Case Study: Converting a National Environmental Nonprofit to Drupal

Converting a site into Drupal 8:
lessons learned from the build process





Please abide by our Code of Conduct

All attendees, speakers, sponsors, and volunteers at our conference are required to agree with the our code of conduct.

We do not tolerate harassment of conference participants in any form.



Code of Conduct Contacts

#florida Drupal Slack channel

Or

email info@fldrupalcamp.org



AmyJune Hinline
831-406-1130



Mike Anello
321-396-2340

email info@fldrupalcamp.org

<https://www.fldrupal.camp>



Contribution Day

Saturday, February 20, 2021

12:00pm - 3:30pm

First-time contributor workshop • Mentored contribution • General contribution

#DrupalContributions

<https://www.fldrupal.camp/conference/contribution-day>



Contribution Day

Saturday, February 20, 2021

12:00pm - 3:30pm

Planned Workshops

- First-time contributor workshop
- Introduction to Merge Requests
- Mentored Tooling

Planned Initiatives

- Olivero Theme
- SimplyTest
- Drupal Recipes



Case Study: Drupal Conversion



Moving a national nonprofit membership organization to Drupal

<http://bit.ly/drupal-case-study>

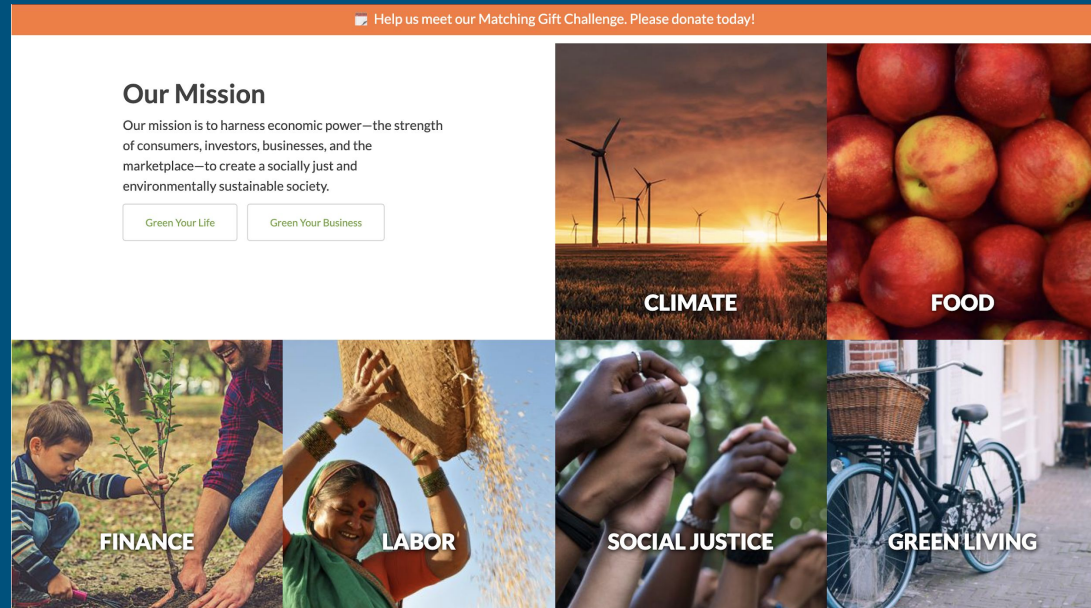


Background

Who? non-profit 501(c)(3)
organization in Washington, DC
\$3.5 mm annual budget
~40 staff, members & donors

What? ColdFusion moved to
Drupal 8 on Pantheon.

"Sister"/"sub" sites Biz Network
with directory, think tank, print
publications, online store,
donation center



Timeline



Planning/Content
Evaluation/Audit

RFP

Design

Buildout



Internal Tools

- **Trello** - project planning
- **Google Docs** - communications
- **Sharepoint** - internal staff needs
- **Invisio** - delivered designs
- **Balsamiq** - rough wireframes
- **Pantheon** - hosting
- **JIRA/ActiveCollab** - ticketing



Third-Party Integrations

- **Salsa** - handling mailing
- **Raiser's Edge** - donor management
- **Charity Engine** - donations
- **Act-On** - mailing to businesses
- **Timberlake** - dues
- **Wordpress** - blog instances (both self-hosted and hosted)
- **Joomla** - additional microsite
- **Social media tools** - to queue up sharing across networks

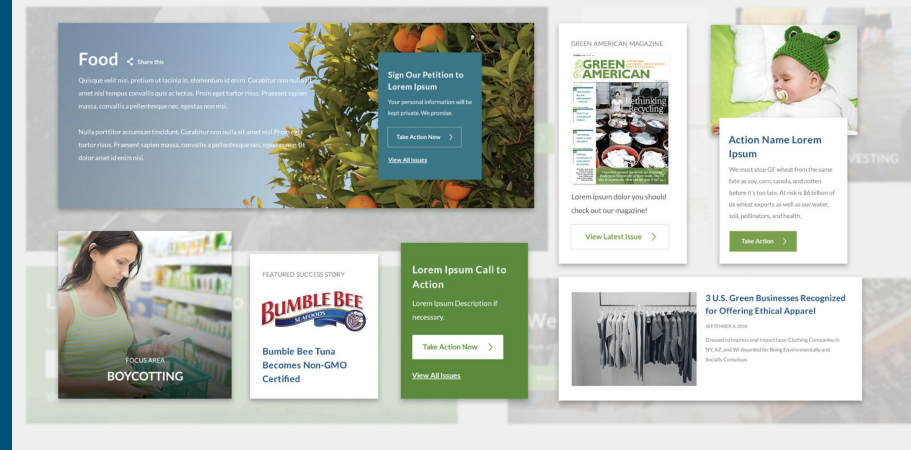
Design Phase

Content
Strategy

Design Comps
- Homepage

Design Comps
- Inner Page,
all components

High fidelity
designs



<https://www.webdevelopmentgroup.com/work/green-america/>

Development Phase

Content Stubs

User Roles and permissions

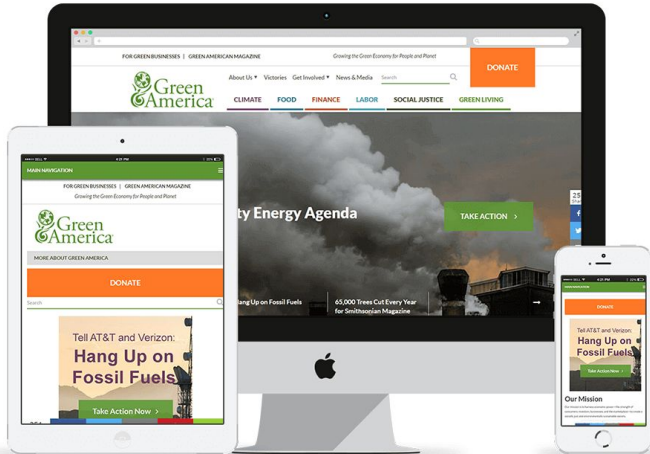
Theme implementation

Data migration






Views/Reports

QA

Documentation and Training



Budget Considerations

-  First large investment into website, spurred by foundation
-  Single platform - collapse into one
-  In-house for content strategy, project management, site build
-  External contractors for design and theme
-  Editors did QA and product refinements

Migration

- **Meetings** - Ongoing syncs
- **GatherContent** - "finesse" content
- **Analytics** - top pages
- **Microsoft Office / Google Suite** - planning, spreadsheets, interactions



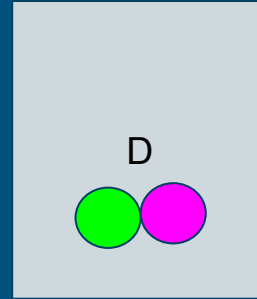
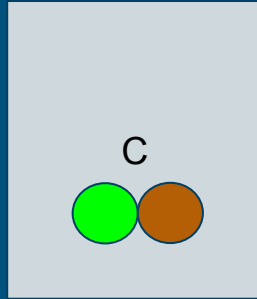
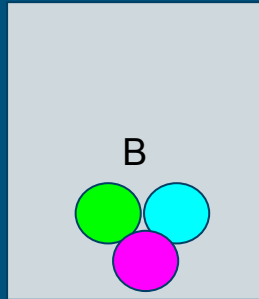
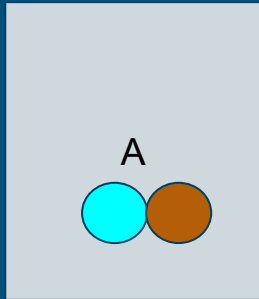
Users

- **People** - stakeholder needs are at the heart of the process
- **Values** - Respect, empathy, communication

	Anonymous	Authenticated	Editor	Manager	Administrator
Add/edit/delete own					
Add/edit/delete all					

- **Spreadsheet** - for determining user roles and permissions
- **Real world scenarios** - feedback from content editors
- **Kaizen** - continuous improvement

Entities/Taxonomies: handle "Related" nodes



-  Content Type: Green Living
-  Content Type: Blog
-  Content Type: News
-  Content Type: Success Story

Figure out relationships:

- "You may be interested in"
- "Related News"
- "Recently posted in this topic"

Related News



Green America Condemns Violence at the US Capitol

(January 7, 2021)
Green America condemns the violent assault on the US Capitol yesterday by rioters. We also condemn the rhetoric of the US President and his enablers in Congress that incited his supporters to engage in an aborted coup.



Your 15-Minute, \$15 Garden

(January 13, 2021)
Whether it is on a patio, windowsill, or balcony, the Climate Victory Gardening movement is putting down roots across the country that are not confined to the traditional backyard garden. Every day, we are inspired by the creative ways people are growing food and giving back to the planet.



Campaign FAQs

(March 30, 2017)

December 1, 2020
Cocoa Barameter 2020: No Meaningful Progress Made in 20 Years of Business Model That Ensures Poverty For Farmers,

November 16, 2020
Trump Labor Department's rule discouraging ESG investing in retirement plans is

October 20, 2020
Success!: CVS Responds to Consumers and Takes Significant Steps to "Skip the Slip," Move to Digital, Non-toxic Receipts

More News & Media

Business: Directory of Members

Keyword

Map

Map data ©2021 Google, INEGI Terms of Use

Fair Indigo	DECENTEXPOSURES INC	BabyMoso	DHANA INC

- Business Name
- Categorization
(choose multiple terms)
- Contact information
- Google Maps
- Advertising (Entity reference)

Subsite: Custom Theme with similar content



Green America Condemns Violence at the US Capitol

Green America condemns the violent assault on the US Capitol yesterday by rioters. We also condemn the rhetoric of the US President and his enablers in Congress that incited his supporters to engage in an aborted coup.

[Read More >](#)



Florida Raises the Minimum Wage to \$15

On November 3rd, 2020, over 60 percent of Florida voters approved Amendment 2, which gradually increases the minimum wage to \$15 an hour by 2026.

[Read More >](#)



Companies Demand Facebook Stop Hate for Profit



Natural Refrigerants are a Critical Climate Solution

Guest-blog Author: BF Nagy, Climate Solution Group

[Read More >](#)



Big Banks Are Ditching Arctic Drilling, But They Still Don't Deserve Your Money

By Fran Teplitz

[Read More >](#)

Socially Responsible Investing on the Rise

by Fran Teplitz

[Read More >](#)

GET CONNECTED

Sign Up For Our Newsletter

Yes! Connect me to updates for green business and social enterprise from Green America's Green Business Network. Give me the latest news, events, tips, and trends.

FIRST NAME

LAST NAME

E-MAIL ADDRESS

COMPANY

 I'm not a robot

SUBSCRIBE NOW!

This information will never be shared with third parties.



Tweets by @GreenBizNetwork

Green Business Network at GreenBizNetwork

New state laws address the disproportionate impact of climate change and pollution on communities of color. Joe Biden is promising to do the same in Washington. Will 2021 be the year for environmental justice legislation? [bit.ly/9WYTAH](#)

Publications: Back Issues + Content + Sponsors

Help us meet our Matching Gift Challenge. Please donate today!



Summer 2019: The Green Economy at Work

The Green New Deal is a call to create a truly green economy. But there's no need to wait! Here's what's already happening around the country.

Featured Articles

Green American Feature: The Green Economy at Work

Green Industrial Jobs Energize Cities

Bringing Renewables to Coal Country

Be Your Own Green Boss

Renewing Hope by Curbing Waste

These Banks Fund Communities, Not CEOs

The Sweet Taste of Sustainable Jobs

Could the World be Powered Fully by Renewable Sources?

Explore Widely, Tread Lightly

9 Smart Money Tips for Students Starting College

[Return to Magazine Archive >](#)



Blog: Migration from Wordpress



Latest News and Media

BlogNews



This year's Corporate Turkeys are...

BlogNews (November 19, 2020) Last year, Green America launched a new tradition for Thanksgiving, crowning corporate CEOs as Corporate Turkeys of the year. Last year's "awards" went to the CEOs of Amazon, Godiva, Walmart, and Carter's for their negative impacts on people and...
corporate responsibility, environment, labor



Our path forward together on climate and race

BlogNews (November 9, 2020) Thank you to everyone who voted in last week's election, and a big thanks to all who worked the polls or helped to get out the vote. Joe Biden and Kamala Harris have won the election. This is an historic moment for the country, since Kamala...
climate, racial justice



5 Reasons to Shop Small this Season

BlogNews (November 1, 2020) When you shop small, you support local economies and families. Black Friday, Christmas, holidays, local, organic, shopping, Small Business Saturday

Questions & Answers

