



THE HARRY POTTER ALLIANCE

THE WEAPON WE HAVE IS LOVE

Chapter Charms - Guides for Chapters

WHY DO WE REQUIRE ALL CHAPTERS TO HAVE A WEBSITE?

For Your Current Members: Having a website is the easiest way to stay in touch with your members! Websites allow them to check out what's going on, submit their own ideas, and see all of their past accomplishments.

For New Members: Websites are like instant, easy publicity for your chapter. New members will benefit from seeing all the things you've done in the past AND what you want to do in the future. New members will also get excited to see that such a cool group exists in their community!

For the Harry Potter Alliance Website: When you have a website, we can link your chapter to our page. In addition to helping you attract new members, this link is just one more way that we can help you and link you to the other HPA chapters around the world.

How Can I Make a Website?

Social Networking Sites

Facebook
Myspace
Ning
Tumblr

Website Builders

Bravehost
Wordpress
Freewebs
Geocities
Google Sites
Create and host your own website!

Social Networking sites are a good option for Chapter Pages because they allow you to connect with people who already have profiles. They also allow easy messaging, calendar events, and photo and video uploads.

If you're looking to create a more in-depth site, you can easily build a free website with Freewebs, Geocities, Google Sites, or Wordpress. These options allow for things like blogs, more freedom with appearance, and a chance to really personalize your website.

Pick a provider your members are familiar with using, or use a combination of different sites (a Facebook page and a Bravehost website, for example). The great thing about webpages is you can constantly change them, so feel free to experiment to find what works best for your chapter. The most important part of your website is that it has good information and is easily accessible, and as long as you have that, you're good to go.



WHAT TO HAVE ON YOUR WEBSITE

1. Basic Chapter Information

What information do you want people to know about your chapter after they read your website? You may want to include:

- ★ Your Chapter Location (city, state, country)
- ★ School or Community Chapter?
- ★ What is your chapter focusing on right now?
- ★ When are your meetings? Where do you meet?
- ★ How can people get involved? (If you let people know you want them to be involved, they're more likely to want to be a part of your chapter.)
- ★ Who can people contact if they want to get involved? If they have questions?

2. Description of your Harry Potter Alliance Chapter

Explain what your chapter does for the Harry Potter Alliance! This can be a broad description of what your chapter does, or it can be a description of the Harry Potter Alliance in general.

You can use the text from the [About Us](#) page (It describes the Harry Potter Alliance.), the text from the main [Chapters](#) page (It describes Harry Potter Alliance chapters.), or the sample text below. Or, write your own text and include any specific projects your chapter is working on.

SAMPLE TEXT:

The Harry Potter Alliance is an international organization that takes an outside-the-box approach to activism by using parallels from the Harry Potter books to educate and mobilize people across the world toward working for social change. We work with volunteers of every age who wish to make a difference. By translating some of the world's most pressing issues into the framework of Harry Potter, we hope to make activism easier to grasp and less intimidating. We aim to provide specific ways in which volunteers can take action on a variety of different human rights and social justice issues, as well as provide volunteers with the understanding and confidence to pursue causes in their local communities.

3. Calendar

What is on the calendar for your chapter in the future? You can include definite dates or tentative plans – whatever your chapter is thinking of doing. The more details you can include about events, the better – and the more updated it is, the better.

You can create a calendar a few different ways:

- ★ A list of different events in text form (see box)
- ★ An actual calendar (can you integrate a Google Calendar? Use a table?)



- ★ Separate events pages (works especially well for social networking sites like Facebook, where you can invite people)

Sample Calendar Entry – Text Form

Monthly Chapter Meeting

Saturday, January 10, 2009

South Library

1111 Library Dr.

City, ST 22222


555-123-4567 (Library Phone Number)

Come join our chapter as we talk about the latest Harry Potter Alliance Campaign! We need people to come help us plan our next program. We'll also be doing a Breaking out of the Muggle Mindset Activity. Everyone is welcome! Questions? Email Jane at [jane\[at\]email\[dot\]com](mailto:jane[at]email[dot]com) for more information!

4. You may also want to have....

Depending on the type of website you have, you may want to include other things so you can give visitors and chapter members a better sense of what your chapter is all about.

- ★ List of past events
- ★ Any press your chapter has had
- ★ Pictures and videos of your chapter
- ★ A place for people to sign up for a listserv so they can stay up to date on your chapter

WAND WORK  **Need a Listserv?** Use a site like yourmailinglistprovider.com, or just keep a list of emails on your computer. Then, when you send an email, put your email in the “To” line, and your chapter members in the “BCC” line.

- ★ A Blog
- ★ A list of chapter leaders or members
- ★ Discussion Areas or Forums



SOME OTHER WEBSITE TIPS:

Publicize it – Share it with all of your chapter members and friends and make sure to announce “Check the website!” at meetings or events. Include it on any publicity you may use, and encourage your chapter members to pass it on, too!

Use Logos and Designs – That way people can recognize your website easily. You can find official HPA logos and images available for download at our [Chapter Resources page](#).

Update frequently – Set a time of the week or month where you will update your website – That way, you won’t forget, and your website will contain current and accurate information.

Keep it organized – The easier it is to find and read your website, the more interested visitors will be.

List your email as email [at] provider [dot] com – You want people to know how to contact you if they have any questions or want to get involved.

Ask your members – What do they want to see on the website? New members may have especially good feedback on how to improve your website.

