

OVERVIEW

Looking to design a template repeatable website for masonic lodges. The site should be easy to read and navigate and look appealing for users up to 70 yrs old. It should basically be a slightly more elaborate renovation of: <http://lodge101.wpfreemason.net>

The main difference between this template and other easy solutions to build websites is that it was created specifically for masonic lodges. Rather than just giving admins the tools to build a great website, we are delivering a great website with tools to personalize it and change the content.

A first, incomplete attempt at building the template can be seen here: <https://freemasonlodge.org/website/>

PAGES

A/ Home page:

- Hero section with lodge name and quick description
- Links to News / Events / Trestleboards / Join Us
- About Freemasonry
- About our lodge
- Join Us (with basic contact form + optional phone number / mailing address / email address)

B/ TrestleBoards, News & Events

- Easily update-able list of clickable tiles for PDF downloads of trestle boards (custom post type with title, PDF download & featured image - plugin use or collaboration with our back-end dev is acceptable)
- Latest blog posts in a compact list view or tiles
- List of events pulled from a google calendar using a popular, well maintained plugin

C/ Donations & Dues Payment

- Simple paypal form to accept payments for donations or monthly dues
- Acceptable as either a page or elementor popup on the homepage

Open to discussing dividing content into more pages, or combining all content into one, well-thought out page.

FUNCTIONS INCLUDED

All pages created and editable using Elementor, with a minimum of customizations that could cause issues for non-technical admins.

For admins, all pages and content will be easily customized, using primarily Elementor. They should only need to use the WordPress admin itself to manage the following:

- Navigation menu(s)
- Setting up google calendar, paypal, social media...
- Publishing new Posts and PDF's (Trestleboards)

All pages should be fully mobile-responsive.

DESCRIPTION OF USERS

1. Site owners / admins
Typically aged 40 to 60 years old, using laptops and old desktops.
Not technically savvy but willing to make minimal effort to customize content.
Passionate about being freemasons and interested in promoting their lodge to new members and keeping existing members up to date with lodge activity.
2. Lodge members
Similar age group and technical ability. Interested in paying their dues online, reading trestle-boards, latest news, & social media postings.
3. Prospective members
Typically 25 to 50 years old, slightly more comfortable with computer and smart-phone use.
Interested in learning about freemasonry and what is involved with joining a lodge. Curious about upcoming events and contacting the lodge.
4. Freemason HQ staff
Typically 35 to 55 years old, average ease with computers & smart-phones.
Mostly hunting for the best lodge websites with the most activity. Hunting for interesting news stories from local lodges.

COMMENTS

Upon being hired, you will be provided with a collection of photography to use on the website, as well as a hosted WordPress install to work on.

You are **not** expected to work on the WordPress multisite system that will power the network of sites and will be able to actively collaborate with our back end developers for any PHP or Javascript features necessary for more complex items such as the Trestleboard custom post types, google calendar, etc.

You **are** expected to make smart use of Elementor to create a website that is beautiful and easy to manage for non-technical users. Visual and UI Design, and ease of customization are top priorities for this project.