

Leader sites

Why a different variety of NationBuilder licensing? At the outset it looked like NB would be able to host all 14 of Maryland's Leagues, however soon after we got started NB changed its licensing procedure and we realized we would be limited to 10. With this in mind local leagues were polled and given a first-come-first-served opportunity. Purchase of two Leader sites was the lowest cost way of providing web services to the remaining four leagues as Leader sites allow two licenses.

How are Leader sites integrated into the LWVMD system? While Leader sites are their own Nation, NB Nations can share data with other Nations. Accordingly to keep Statewide communication unified, Leagues running Leader sites (Queen Anne's, Mid-Shore, Prince Georges and St. Mary's) keep their membership on the State platform and share key tags with their Leader site so that they can target local communications to members vs. members and prospects. The tags that are being shared are the local League tag (County) and the "member" or "expired" tags. In the Leader site shared tags show up like this: lwvmmaryland:StMarys lwvmmaryland:member

If a member's county and membership status is tagged without the preceding "lwvmmaryland:" designation, it usually indicates that membership is not being maintained properly in the lwvmmaryland (main NB) database. For example member pg would not be a correct tagging in the lwvmmaryland3 Nation as a member with that tag was apparently not entered as a member in the primary NationBuilder database and therefore is not getting the mailings of the State Board Letter (SBL), MD Voter, State originated email blasts or Action Alerts.

For this reason "Join" pages for Leader sites need to reside on the LWVMD site. This can be done seamlessly by making the Join button/link on a Leader site refer to a page on the LWVMD site (a page that is published, but not in any top menu or user nav menu). A Leader site Join page would explain the membership options and then link to a donation or invoice page to complete the membership purchase. On that page the "What page should the person land on next" question box should list a referral page created on the LWVMD site which is a redirect page pointing to the destination on the Leader site of the author's choosing. In this way the new or renewing-member will see the process as a seamless process and likely not realize or need to know that they briefly left the Leader site on which they started.

Members of the Online Services team can work with authors on Leader sites to set up the sharing of any additional tags that might be useful at the local League level.

Editing shared tags (*for Admins only*)

From the People menu in LWVMD, select tags, and then "View all" as illustrated to the right. This enables the display of all tags, rather than using the search box, and enables one to edit the tag rather than just view all of the persons with that tag. Shared tags are already labeled SHARED one can choose to display only "shared"

Because of licensing changes, LWVMD can not initiate new shared tags. Leader sites can accept or reject shares but Leader sites cannot share tags.

