



Chicago Community Gardeners Association
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Request for Funding from CCGA Communications Team

CCGA Communications team proposes a paid, short-term internship for someone whose primary role would be to check links and update content on the CCGA website with a goal toward making the website a more valuable resource for community gardeners. Having accurate and meaningful content is the basis for this goal.

We believe the need has been established with a cursory look at a few metrics: as of 12/17 posts to our website number 317 with 95 pages. While the content that the website delivers in terms of information is significant, the number of posts does not in anyway reflect the vibrant organization that we are. Our calendar for December is blank except for the posting of our coordinating meeting. This in a month with dozens more events that could have and should have been listed. With a small volunteer team of already employed or poorly trained people, the website suffers.

In the discussion leading up to this writing, many on our committee determined the website can be more user friendly, i.e. more intuitive, better layered for access and search, educate visitors through more posts, and invite conversions. We would like to see more engagement with our community partners with social media and sharing opportunities through on-line links.

We have the capability of calculating though metrics and seeing through shared anecdotes, the impact this proposal can make and will provide required information in a report at the conclusion of the internship

For the internship we propose a cost: \$20-25 per hour with a budget of \$1,000

This should allow for 40-50 hours of work, for a thorough review and edit of the content on the website. Most proficient members of the team will shadow and train the intern. We are looking for an intern who is familiar with and has ample experience in WordPress. Someone familiar with updating a website.

As indicted, a report and photos of the project, i.e. simple write up on impact/results will be available in a timely manner for a final report to LVMH in 2024

Submitted Dec 2023

Questions should be addressed to Amy Olson, Communications Team, akeo@me.com