



The Internet as a Communications Tool

By Michael Arnold Mages and Hannah Polmer
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Internet Communications Strategic Development Plan for Denver CASA

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1.0 Introduction

Denver CASA currently desires to serve every abused and neglected child that passes through the Denver Juvenile Court System. In the 1997 Public Relations plan prepared for CASA by Johnston-Wells, it was noted that the most compelling way that this objective could be met is by achieving greater recognition in the Denver community. By utilizing the currently available technologies to the greatest extent possible, Denver CASA can augment the pursuit of greater recognition in the community.

Publicly, the tools available through the use and utilization of the Internet would allow Denver CASA to reach a wider audience at decreased cost. Privately, with some basic improvements in data-handling technologies, CASA staff and volunteers could manage time and communications more efficiently and effectively, thus freeing up more time to pursue the core mission of the organization.

1.1 Mission Statements-

CASA's Mission Statement

The mission of Denver CASA is to advocate for the best interests of abused and neglected children in Denver Juvenile Court through the services of specially selected and trained community volunteers from diverse cultural and ethnic backgrounds.

On-line Mission Statement

The goal of Denver CASA is to communicate more effectively and efficiently and to strengthen ties with existing staff, volunteers, advocates, donors, members of the legal community, the community at large, and the family of CASA's statewide.

1.2 Where CASA Stands Today

Because of the strong focus on the primary mission of the organization, CASA experiences a problem common to many small businesses and non-profit organizations. CASA lacks a stable, sound technological infrastructure. CASA is currently not utilizing the technologies they have available to the fullest degree possible.

Inside the office

Although e-mail is available, not everyone in the office is able to use it due to technical problems. Internet access is currently not available for the same reason. There is no overriding system for managing contact information and categorizing that information based on type of use. Currently there are no systematic follow-up procedures to ensure that donors who donated one year will be contacted to donate the next year.

Outside the office

A web site has been created, but lack of ongoing maintenance causes the site to be largely non-functional. The current domain name is not identified with Denver CASA, but

with a once-a-year fund raising event. The manner in which the current site was implemented causes it to be excessively slow to load over the internet.

Statewide/Nationwide

CASA is composed of autonomous organizations—with each individual CASA responsible for its own fund raising and promotions. Although each CASA benefits by having independent administration, CASAs are currently in competition with one another for publicity, grants and donations.

1.3 Goals of the Strategic Plan

The Strategic Plan for the Denver Chapter of CASA is a practical vision for CASA. Through the use of the Internet and online community building tools CASA can set and achieve new goals in the areas of volunteer building, fund raising, and media awareness. This plan address peripherally the nature of CASA as a State and National organization. Utilization of these tools can help to organize communications at all levels of CASA.

The Strategic Plan is divided into three main sections:

Part One:

Introduction, Mission Statements, assessment of CASA today and Goals.

Part Two:

The vision for CASA's online presence and recommended technologies are detailed here. The suggested implementation encompasses three phases. Phase One contains the initial Web Site and E-mail. Phase Two contains sections on Online Newsletters and Mailing Lists. Phase Three contains sections on Bulletin Boards and Chat.

Part Three:

The second part contains practical information on Internet Service Providers, Costs, Hardware and Software, Legal Issues, and Maintenance issues.



2.0 The Vision

From a Local, Regional, and National perspective, CASA is an organization that can greatly benefit from the communications tools available through the internet. The proposed solutions are designed to eventually connect all CASAs. By doing this, individual CASAs will be able to mine the stored knowledge and experience available in the organization collectively.

The benefits of connectivity, web-based communication and community are many and varied. CASA's shared beliefs and values already comprise a community of sorts. CASA is merely lacking the complex web of relationships that will reinforce the mission and goals of CASA on a personal level.

2.1 Phase One: The Web Page and E-mail

A. Web Site Development

Why a web site?

The Denver CASA is part of a unique nationwide system of independent organizations whose purpose is to provide an advocate for the best interests of an abused or neglected child within the Juvenile Court system. A corollary to the mission of CASA is to continue to exist and grow as an organization. In the past few years, the Internet, and primarily the World Wide Web have come to the forefront as economical yet powerful communication tools. A web site is an essential element of any plan to cultivate the fruits of these new methods of communication.

Benefits

A web site is always available, and easily accessible from anywhere in the world. Content is easily updated and revised. CASA is positioned as a technologically savvy organization. CASA can speak to a wider audience than they are currently reaching.

Problems

Some specialized software and knowledge will be necessary for the creation and maintenance of web pages. To offset this problem it is suggested that CASA develop an ongoing relationship with The University of Denver's Digital Media Studies Program through Cathy Greive to ensure that their Internet presence is maintained and developed. There are also some minimal financial costs associated with maintaining a web site.

Goals and Messages

The most rudimentary use of a web site is that of an online brochure. CASA's web site should be created to include at least this functionality. Additional provisions could be made for CASA to accept pledges of support or donations

on-line with little to no difficulty. It should also be rather easy for people to request information about volunteering for CASA as either an advocate or non-advocate volunteer. However, CASA's initial site should include only the essential elements of the information that would normally be available via mail or other current methods of content dissemination.

The primary goal of CASA in creating a web site should be expanding CASA's community of concerned and informed citizens and fostering benevolent donations among the members of that community. Secondary goals of the site should include raising awareness in the community-at-large of the importance of CASA's mission and establishing new organizational partnerships with donor, media and social organizations.

CASA's web site should convey the following messages: CASA is a unique organization whose mission is to advocate for the interests of abused and neglected children in the Denver Juvenile Court System. CASA needs donations from independent and corporate donors to function. CASA needs advocate volunteers to adequately help children that would otherwise be neglected and underrepresented by the legal system.

Audience

The site should be created with the potential donor as the primary audience. Secondary audiences of the site include potential advocates, guardians *ad litem*, judges, legislators, social workers and members of the media.

To meet the wide needs of the above audience; CASA's site should be easy to use, with a simple, clear and consistent navigational structure. It is assumed that most potential donors will have fairly up-to-date computers and browsing software, as well as a reasonable degree of Internet experience.

Content

Content for CASA's initial web site should include primarily that information that is currently being distributed by

mail. Phase 1 content should also include time-sensitive material that is necessary to further the message and purpose of CASA (e.g. news of fund raising efforts, or other events or legislation that are current). Phase 1 should also include the development of a Spanish translation of the initial site.

CASA should provide the opportunity for potential donors or volunteers to initiate communications with the organization, and to pledge donations to the organization. Since CASA will be accepting personal information over their web site, it is recommended that they compose a privacy policy to assure users that their information will not be shared or sold with any other services.

CASA's site should also include a page of links to sites that are linked reciprocally to CASA's site. Possible partner organizations could include Big Brothers/Big Sisters, Project PAVE, Children's Protective Services, Denver Juvenile Courts, sympathetic media outlets (KHOW radio, 9 news), other local CASAs, National CASA, etc.

Tasks:

Domain Name Registration of www.denverCASA.org should be taken care of immediately through any of a number of DNS registration services. (www.networksolutions.com, www.register.com, www.000domains.com)

Arrange for **Web Hosting** provider through the suggested provider www.datarealm.com. Their existing non-profit hosting package includes a comprehensive feature set including e-mail, domain hosting, and many other benefits. The cost is minimal (\$9.95/mo) and it can be set up quickly.

Site content creation (repurposing of off-line content)

Site creation and evaluation

Search Engine promotion can be completed easily by using the paid service of www.submitit.com. for \$59.95 the site will be automatically submitted to around 300 top level search

engines for inclusion in their indices. However, it is possible to submit the site manually to each search engine for free. An essential element of making the site searchable is the inclusion of *meta tag* information about the site. Sample meta tags have already been included for the initial site, but it is strongly suggested that CASA revise these to ensure that they are searchable for the desired terms.

Site activation

B. Email

Technology has created previously unknown opportunities to unite individuals into communities. Email is an attractive communication tool that organizations must implement to facilitate collaboration and prosper in the digital age. It is an integral part of the online strategic plan devised for Denver CASA.

This form of communication is easy to maintain, relatively inexpensive, and has the ability to reach everyone online. It provides one central address from which one may send messages to an individual or a group. Using email as a communication tool will save CASA an enormous amount of time because one may generate a response at their convenience. Each staff member should have his/her own email address so there will be faster, more effective communication within the organization.

Denver CASA currently uses Microsoft Outlook for email exchange. It allows for fluid functionality between email and information management and would benefit CASA in countless ways. CASA would be able to have greater control over respond time, record keeping, sending and receiving documents, recording transactions, managing the communication network and communicating with other CASA's nationwide.

Microsoft Outlook helps organize information and works with other Office applications and allows for effective information sharing. CASA should get acquainted with the following features:

The *Address book* feature would benefit CASA because it would allow for the storage of mailing lists into separate folders. For example, donors, advocates, volunteers, board of directors, etc would have separate folders. Each group would have its own alias so that once a message is ready to be sent one would only need to type the assigned name into the send to field. Once that mailing list is in the computer's address book then it could be forwarded to others. The Address book feature also comes with the options of sending carbon copy (Cc) as well as blind carbon copy (Bcc) of the message. Blind carbon copy is useful for messages being sent to a large cluster of people when one doesn't want anyone in the mailing list to see another's email address or to know who else received the message.

Sort Message makes messages easier to find. It has the ability to sort by name or by subject. One can save a message as a file and open it in Word and rate the priority of a message and color code messages from a specific source.

Contact list is akin to a rolodex because it maintains detailed information about clients, volunteers, donors, and other interested parties such as addresses, phone #'s, email addresses, etc. One can organize by category, company or location. This list must be maintained and updated regularly.

The *Journal feature* gives one the ability to keep track of communication with people on the contact list and automatically records email messages and keeps track of all documents created in Word or any other Office Suite application.

Attach a file to a message feature allows the sending of documents, images, video, sound recordings, etc. along with an email.

AutoSignature, once set up, adds organizational information at the end of an email so that one need not enter the same info every time an email is sent. CASA could utilize this feature by stating its name, mission, email and web site address. This publicizes with little effort and time.

Calendar is another important Outlook feature. The software keeps track of important dates, announcements, and appointments and sends a reminder of those events as often as is needed.

Email is a potent tool that will empower Denver CASA and allow broader personal communication amongst the pool of advocates, volunteers, donors, and other interested parties.

Suggested uses:

- Welcoming new staff, advocates, and volunteers.
- Sending information to interested volunteers.
- Reaching out to new donors and existing contributors.
- Publicizing important events such as Child Abuse Prevention Week.
- Noting organization-wide achievements and milestones.

Establishing a daily ritual of checking and responding to messages is essential because predictable ongoing contact forges bonds of trust between participants. Email can be used successfully to strengthen CASA's mission and social network.

Tool

Datarealm.com offers discounted hosting to non-profits. Price is \$9.95 per month. <http://www.datarealm.com> phone 877-22-SERVE ext.3

Datarealm offers 10 Mb of disk space, technical support seven days a week, 6 pop email accounts, a secure server for online donation collection and domain name hosting.

CASA's future needs can be met as well with the use of e-commerce services, cgi/programming options, etc.

2.1 Phase Two: Web Expansion, Electronic Newsletters, and Mailing Lists

A. Web Site Expansion

Goals and Messages

Future development for CASA's Internet presence should focus on the tangible benefits that begin to accrue to an organization when they transcend the first incarnation of their site. Instead of an on-line brochure, the site becomes a focal point for mobilizing and communicating with donors, advocates, the media, peer and parent organizations, and the community at large. The true power of a web site is when it becomes a two-way communication tool, rather than a static broadcaster of information. The web site, and the tools it contains can create a "sense of place" that is unique to the Denver CASA. These same tools can also foster dialog within the community around the mission and purpose of the organization.

Audience

The audience remains essentially the same for the externally focused site during phase 2. However, the development of a separate, internally focused site should be undertaken at this point to serve the existing community of advocates, non-advocate volunteers and guardians ad litem.

Content

Externally Focused

By the second phase of the site's implementation, a personal or corporate donor should have all the information available through the site to make an informed decision to donate to CASA (Financial information, anecdotal information, child abuse statistics, etc...).

The functionality of allowing browsers to sign up on the site to receive the Denver CASA electronic newsletter should

be included. Newsletter archives should also be available on the site. Also to be included in this phase of development are downloadable, streamable audio and video files that provide a more comprehensive view of the duties of a CASA advocate volunteer.

Internally Focused

Second Phase content should include the addition of on-line training materials for new advocates, as well as continuing education material for existing advocates. These training materials could be placed in a password-protected section of the site to ensure that unauthorized users do not access them.

Advocates should be provided the opportunity to subscribe to the Denver CASA Moderated Discussion Group on the web site.

A web-based calendaring function can be added to the Denver CASA site to list important fund raising events for the CASA organizations in the Denver Metro area. This will help to diffuse current conflicting fund raising events, and help Denver residents to be more informed about the events of the CASA in their area.

Electronic Newsletters

An on-line, electronic newsletter could largely replace the uses of the current hard-copy newsletter. Less expensive to produce and distribute than a hard-copy newsletter, an electronic newsletter can have the same presence and sense of permanence as a paper newsletter by following a few simple rules.

Consistency

An electronic newsletter should be delivered on a consistent date, and at a consistent time. If publication is delayed for more than a couple of hours, a message should be sent explaining that the newsletter is still “in the works.” The explanatory message must also include the date and time that the newsletter will be delivered.

As you would do with a paper newsletter, the electronic newsletter should be delivered in a consistent layout and format. Articles should follow the same format as a paper newsletter, (including a headline, by-line, and text and date) and if delivered by HTML, follow the same layout conventions as a traditional paper newsletter.

Quality

Proofing and quality of writing are just as essential with an electronic newsletter as they are in a paper newsletter. Even though an electronic newsletter is not printed, poor grammar and spelling will reflect poorly on the organization.

If included, photographs should also be of high quality and should be accompanied by a caption.

Methods of Delivery

An electronic newsletter can be delivered in two formats: ASCII text or HTML text.

ASCII newsletters are the easiest to produce, and the most widely compatible. An ASCII newsletter is composed of straight text, with no formatting other than simple carriage returns.

Advantages: Small size, Full compatibility with all e-mail programs, easy to produce

Disadvantages: Little to no flexibility in the layout, addition of photos is not possible

HTML newsletters are created in the same format as a web page. All the formatting options that are available for creating web pages are available with an HTML newsletter.

Advantages: Flexible layout, more attractive presentation, inclusion of photos is possible.

Disadvantages: Large file size, specialized software is needed to create it, not compatible with all e-mail clients.

Our recommendation:

CASA should produce simple ASCII text-only newsletters. This method would suffice to get information from CASA to the audience, be easy to produce, and would not incur substantial costs by requiring investment in training, equipment, or specialized software.

CASA should consider producing at least two, possibly three versions of their newsletter to target specific audiences. A monthly Donors newsletter should be created to increase awareness of CASA events and happenings among donors and donor organizations. Suggested content includes general information about the organization, locations and times of special events, profiles or recognition of certain donors and/or volunteers and announcements of special dates or anniversaries.

A bi-weekly internal volunteers/advocates newsletter should be created to focus on and foster community among the advocates and non-advocate volunteers. Suggested content for this newsletter could include information for Advocate skills improvement, organizational feedback, recognition of special volunteers, information about current projects or fund raising efforts, and a monthly calendar of events.

A possible third newsletter could be created to serve the members of the legal community that have dealings with CASA. This newsletter could include pertinent information for judges and lawyers, and emphasize CASA's supportive role in the juvenile and family legal processes.

B. Mailing Lists

Mailing Lists provide an essential step in building an interactive on-line community. Mailing Lists provide a forum in which members can communicate with each other. Mailing Lists are usually task-oriented communities, discussing specific topics on a regular basis. In these message-based communities, members post and discuss specific questions or more general topics that pertain to the common interest of the group.

Utilizing the national mailing lists will have a profound effect on CASA. Mailing lists open communication lines throughout an organization. These lists can offer the user the opportunity to efficiently mine the collective knowledge and experience of the group.

Denver CASA's mailing list services should be designed around specific, task oriented groups, such as the Board members or advocates of the Denver CASA, or a state-wide group of CASA directors.

The Denver chapter of CASA currently has access to the National CASA mailing lists. Once the e-mail situation is resolved, it is recommended that Denver CASA begin to use the services.

At a state level CASA should create a mailing list for the Colorado chapters of CASA to discuss events and legislative issues common to Colorado's CASAs. It is possible that the State or National organization could accommodate such a list free of charge. If not, we would propose that one be set up using Datarealm's Majordomo service.

The benefits of mail lists are as follows:

- Messages come to you, and the option to respond is yours.
- Messages are posted to the group, however it is possible to respond to single individuals.
- It is easy to have members subscribe and unsubscribe.
- E-mail verification is required to post messages; this prevents "spamming" and adds security.
- Users may select how often they receive messages and in what format.

Mail lists can help Denver CASA in two specific areas:

Statewide

Directors would have an open line of communication to talk about planning, scheduling, and events, to brainstorm ideas, to make proposals to all the Colorado Chapters, to swap donor ideas, to define goals and plans for dealing with the media, and to come up with ways to increase advocate help.

Useful fodder for discussion would include anything that could help the Directors thrive within their own chapter, and within the organization. A regional mail list would also be a way to bring the chapters together, and to facilitate communication with each other on issues that concern all Colorado chapters.

Nationwide

Utilizing currently available mailing lists could benefit Denver CASA, because it allow the possibility of communication with Directors on a national level. This would be a way to access a network of CASA professionals that act as a database of knowledge. Not only could this help the Denver CASA, but access to the knowledge and experience of Denver CASA staff may benefit other urban CASA programs.

2.3 Phase Three: Web Expansion, Bulletin Boards and Chat

A. Web Site Expansion

Goals

The long-term development of CASA's Internet presence would include the integration of all CASA organizations into a National CASA Community. By building a national community of volunteers and advocates, CASA could mobilize fund raising and legislative efforts. CASA could use this national community not only to foster cooperation among the local CASAs, but also to mobilize national efforts surrounding child abuse awareness.

Although individual CASAs are primarily autonomous, there are many benefits to aggregation that have yet to be

realized. For instance, a group of geographically proximate CASAs could use the Internet to obtain discounts by collectively purchasing operating supplies. There are other costs that could be defrayed by aggregation, such as web hosting fees, and telephone charges. Individual proximate CASAs would also have the ability to share any surplus resources.

B. Bulletin Boards

Bulletin Boards would allow members to begin to feel like part of a larger community. Imagine CASA organizers and advocates being able to communicate with counter parts from all over the country. The benefit of creating such a community would not come from the specific conversations per se. The benefits are realized in increased morale that would be generated from the sense of belonging to a national community of concerned advocates of child welfare. Further benefits would include the recruitment value of a broad, welcoming community. Developing deep and affective relationships with other advocates through the on-line community would also help to keep current members active in the organization.

The benefits of creating this kind of online community would be shared across all CASA Chapters nation wide. As this community grows, so would the desire of the community members to meet face to face. Once a year gatherings that pull members from all parts of the nation would create a great deal of interest and energy as the relationships developed in an on-line environment are allowed to overlap and reinforce. Building community at the national level will be translated into more volunteers and funding. This could help create a national awareness of CASA and it's mission.

We recommend that CASA utilize Bulletin Board tools such as WebCrossing, a free online Bulletin Board system, to start this online community.

C. Chat

Chat is an increasingly popular mode of online communication that allows people who are not in proximity to one

another to communicate in real-time (simultaneously). A chat room may be comprised of just a few participants in a private forum or may include many in an open public forum. A moderator is needed for a larger aggregation of people. Chat events must be well publicized in advance.

Suggested uses:

Focused discussions and meetings. Denver CASA should utilize this tool for synchronous meetings with its national organization as well as with other CASA's city and statewide.

Question and answer sessions with noted specialists.

Brainstorming and information gathering among members. For example, it would be helpful to find out what fund raising activities are being developed by other CASA's nationwide.

Expanding contacts within the organization.

Chat can help foster a sense of community especially if regularly scheduled events are implemented. An archive of the session can be stored and referenced.

Some disadvantages to using Chat are that all attendees must be online at the same time, basic typing skills are required because exchanges within a chat environment are fast paced, and intruders can upset the flow of exchange if access to the forum is not limited.

Tools

www.webcrossing.com

Web Crossing, a company that specializes in web-based communication, offers real-time chat. A Java-enabled browser is required to run the application. Chat user features include: private chat rooms, list of users online, user biological and personal information, help, etc. Chat host actions include: restricting the use of profanity, ejecting offensive users and access control to chat rooms. Technical capabilities include chat session recording, chat playback, and 1000-2000 users per machine. Web Crossing can be customized.

Advantages: Web Crossing is free, easy to download, and has cross-platform capability.

3.0 Implementation & Logistics

3.1 Internet Service Providers

Datarealm (<http://www.datarealm.com/>) has already been mentioned several times in the course of this paper as the preferred provider for web hosting. A Philadelphia based company, Datarealm provides the functionality to implement the suggestions detailed in Phases 1 and 2. In this situation, the current relationship with RMI would need to be maintained. Although Datarealm provides web-hosting services, they do not have any dial-up services for Internet access. RMI would function as the gateway to the Internet, while Datarealm would store and serve the web site and e-mail. (Total monthly cost is about \$30.00 with no set-up charges)

A second possibility would be to contract with US West, AT&T, RMI or other large Internet service provider to host all aspects of CASAs Internet communications. Some services that are available in Datarealm's basic package incur additional charges with most other web-hosting providers. Although the Denver CASA would have the convenience of one-stop shopping, the financial costs of receiving a smaller package of services from the same vendor are greater. (For instance, the total monthly cost for receiving services from US West would be \$55.00 plus a \$70.00 activation fee. To receive the same services from RMI would be \$135.00 plus a \$50.00 activation fee.)

3.2 Maintenance

Web site:

As indicated earlier, CASA should consider cultivating an ongoing relationship with the University of Denver's Digital Media Studies program through Cathy Greive. The web site does require specialized knowledge to maintain and expand, and this knowledge could be accessed at no cost to CASA simply by ensuring that there is ongoing access to knowledgeable volunteers who are committed to keeping CASA up-to-date with current technologies.

Mailing Lists:

Mailing Lists are typically sent with two options for receipt. These two options are Digest and Direct. Digest gives a condensed e-mail that contains a group of postings to the service. Direct means that posts come directly to you from the individuals posting. With the either option, the user should find a time each week to look over the responses. That way the e-mail box won't get overloaded with postings. After some time as a member of any mailing list it becomes necessary to evaluate whether the continued investment of time is worth the quality of feedback. However, We feel that many repositories of knowledge are so valuable to induce use on a regular basis.

3.4 Hardware

Phase 1

- Office Server
- Network Enhancements

Phase 2

- CASA should also consider arranging for an Asynchronous Digital Subscriber Line (DSL) or T-1 line so all staff members have continuous access to e-mail and the World Wide Web.

3.6 Cost

Hosting: www.Datarealm.com \$9.95/month
For domain name, web site, e-mail, newsgroups and e-commerce services

ISP Services: www.rmi.net \$19.95/month
For internet dial-up access

Name Registration: www.000domains.com \$13.95/year
To register the name "denverCASA.org" and point it to the web site

Security Certificate: www.verisign.com \$349.00/1st year
Only necessary to accept donations via credit card on-line
\$249.00/renewal thereafter

Mailing Lists: MajorDomo service is provided as part of the Datarealm's basic package. If multiple lists are desired, it is suggested that lists be co-located on State or National Servers.

Bulletin Boards: No cost if using WebCrossing while boards remain small.

3.7 Legal Issues

There are currently no Federal Laws specifically covering the acceptance of donations on-line or Internet privacy. State laws vary. It is suggested that CASA contact a lawyer specializing in e-commerce to determine how to apply existing "off-line" laws in an on-line environment.

4.0 Conclusion

This plan examines the technologies and tools used in the community development process. A review of the advantages inherent in using online connections to form communities is the final step in understanding the necessity to do so.

“Virtual Communities” provide opportunities for meeting and exchanging ideas in a “gathering place” as well as for working together, sharing valuable information, organizing and making effective changes socially, politically, and economically.

A community centered on a topic or cause of interest can be influential especially when it develops a strong credible presence on the Internet. Our suggestions for creating a successful online community incorporate extensive research already done in this area. Prioritizing the building process defines purpose and shared vision within the community. It is imperative to keep that strong vision in perspective when making decisions. Becoming acquainted with the organization’s target audience and using the Internet as a two-way communication tool encourages audience participation. An online “gathering place” that evolves and creates a sense of history and depth among participants fosters loyalty. Other factors such as incorporating new technologies and features into the community site, establishing rules and codes of conduct to minimize conflict, promoting volunteers to leadership positions and acknowledging their contributions also serve the best interests of the community.

Another important aspect not to be overlooked in this process is the structuring online, as well as face-to-face, of ritualized events that are predictable and ongoing. Ritualization creates strong bonds and solidifies group identity.

The “telecommunications revolution” is a reality, which features powerful computers and tools for collecting and distributing information. The benefits of communicating more effectively are being realized across the globe. The Internet and the development of an online community will serve Denver CASA as well as the CASA national network



profoundly. On an immediate, local level CASA can use these media as community relations tools to more efficiently convey its mission to the public as well as get feedback about its operation. By committing to this process and using the tools and information in this plan, the Denver CASA will further the interests of the organization and set up the framework in which cooperation and collaboration will thrive and foster a high level of involvement and commitment to sustain its purpose.

