

A photograph of two women, one with long blonde hair and one with curly dark hair, smiling and working together on a laptop. The blonde woman is holding a tablet, and the dark-haired woman is typing on the laptop. They are in a bright, modern office or cafe setting with large windows in the background. A clock is visible on the wall to the left. The image has a semi-transparent dark overlay where the text is placed.

# What is the Best CMS

(CONTENT MANAGEMENT SYSTEM)

## for a nonprofit?

If you are building a new website from scratch, or you are looking to revamp your current site, there are lots of CMS platforms to choose from.

There's:

- WordPress
- Joomla
- Drupal
- Django
- Squarespace
- Custom Options
- And Dozens of other highly used CMS'



Rather than going through the pluses and minuses for each CMS, our team has found two of those options that you should seriously consider for managing your website content.

# OPTION #1:

## WHEN YOU HAVE A SIMPLE OR MEDIUM SIZED WEBSITE

For most websites, using the WordPress platform is the best option.



- Why do we say this?
- You can choose a template that works best for your needs
- It's the most affordable
- It's the easiest to use and maintain over time
- It includes a great user forum
- It has a variety of free widgets and add-on's available
- You can quickly learn how to edit the website yourself or teach others
- It provides you with a responsive design (*to work on all screen sizes, phones, and tablets*)
- You can easily update the website through WordPress, so you don't need to hire a webmaster when you need to make changes

On the negative side, you sometimes have to work around the limitations of a pre-made template

# OPTION #2:

WHEN YOU HAVE A COMPLEX OR VERY LARGE WEBSITE

If you have a complicated website with a lot of different pages, or if you are looking for something completely unique, then a custom website is the way to go.

It's a more expensive option, but offers you:

- Complete customization
- Significantly more functionality and integration
- You get exactly what you want versus a pre-made template



## THINGS TO CONSIDER IN MAKING YOUR CMS DECISION


Before you make a decision about which CMS platform to use, think about the following:

- How many unique pages do you want for your website? More unique pages means a greater need for customization.
- List out all of the features and capabilities you want on your website.
- Determine what kind of CMS integrates best with your payment processor.
- What you want the website to accomplish for your organization.





## PWI WEBSITE DESIGN CAPABILITY

Whether you select a WordPress or a custom platform approach, PWI can also help meet your needs on [marketing.projectworldimpact.com](https://marketing.projectworldimpact.com). We specialize  in building both WordPress and custom websites at very cost-effective prices. Our team of developers builds websites that have been seen by millions of people, and we'll help you create something that stands out from the crowd.

Whether you're looking to build a new website or update your existing one, we'd love to talk with you about which CMS approach is best for you. Just send us an email at [info@projectworldimpact.com](mailto:info@projectworldimpact.com) and we'll set up a time to talk.