

CHAPTER WEBSITE GUIDELINES

1. AATSP chapters should set up their own WordPress accounts (www.wordpress.com) and pay their own account start-up fees (\$99 for the Premium Option and \$18 for the custom website address).
2. The National Office will reimburse the chapters for the website fees. The reimbursement for the website fees will be added to their general reimbursement check (sent in May). Chapters must provide a receipt for the website fee and submit it along with their reimbursement report (due in February–March).
3. Chapters must provide their account password(s) to the National Office as well as the name(s) and contact information of the individual(s) who will work on the website.
4. The Director of Communications will help the chapter design the website following the established template. Please use the WordPress “Big Brother” theme, unless there is a specific reason to choose another option, in which case you should consult with the Director of Communications. Blue should be used throughout as the primary color. The Upstate NY Chapter website can be used as an example: upstatenyaatsp.org
5. All AATSP chapter websites must use the same standard website address format (to the degree possible). This would be “chapter name” (abbreviated as much as possible) + “aatsp.org”. For example, for the North Carolina Chapter, it would be something like ncaatsp.org or a close option depending on what is available. The most important part is that it must end in **aatsp.org**.
6. The Director of Communications must “approve” the final version of the website before it can go live. Once the website is approved/established, the chapter is responsible for the daily administration and updates for the site.
7. The Director of Communications and the National Office will monitor the website.
8. After the initial set-up, chapters will pay their annual website fee based on a reminder or invoice from WordPress.
9. The AATSP will provide support for the set-up of individual chapter websites in the order that requests are received at the pace of approximately one chapter per month.
10. Chapters that already have a working website can consult with the AATSP to see if their existing site can be retained and modified to conform to AATSP branding standards, but reimbursements can only be provided for chapters that create AATSP-approved WordPress sites.

Please contact David Wiseman (AATSP Director of Communications) at dwiseman@aatsp.org with any questions.