



# Wing Website Strategy Update

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# Web Strategy

As part of Civil Air Patrol's transformation, **developing a more robust marketing effort and improving brand management are important** growth initiatives.

It is essential to update CAP's web strategy **to help manage the brand, attract members and donors, and mitigate security risks.**

The **web strategy being launched has been reviewed and approved by CSAG.** MAC will make it as easy as possible to help make websites compliant.

# Challenge

**Bring approximately 1,000+ subordinate websites into a cohesive brand strategy as One CAP** telling the same brand story accurately, while reducing workload on the people or teams managing websites.

# Solution

**Align the subordinate website strategy with the new marketing reg in development** by making the Wing the parent of the strategy and marketing focal point of the brand.

**Wing PAO** is responsible for all website content, branding, management, and oversight of all wing/squadron websites.

Each unit (even those without websites) will be represented as a landing page within the parent (Wing) website.

- **MAC has successfully beta-tested** the solution for almost two years
- A number of **other wings have already shifted to this model** to reduce workload and improve accessibility

Our focus is on attracting and informing **external audiences**.

# Beta Test Sites

Thank you to the Oklahoma and National Capital wings (and their PAOs) for beta-testing concepts for the project.

- Four wing PAOs on project team

CIVIL AIR PATROL  
U.S. AIR FORCE AUXILIARY

NATIONAL CAPITAL WING | "ENCOMPASSES THE WASHINGTON, D.C., AREA"

Ways to Give

ABOUT NEWS JOIN CAP

Volunteer with Us!

CIVIL AIR PATROL  
U.S. AIR FORCE AUXILIARY

OKLAHOMA WING

Ways to Give

ABOUT NEWS JOIN CAP LOCATIONS DONATE (COMING)

**Excellence**  
*Excellence is striving to be the very best by constantly improving Civil Air Patrol's humanitarian service to America. From personal appearance to resource management, excellence is the goal of all CAP members.*

Learn More

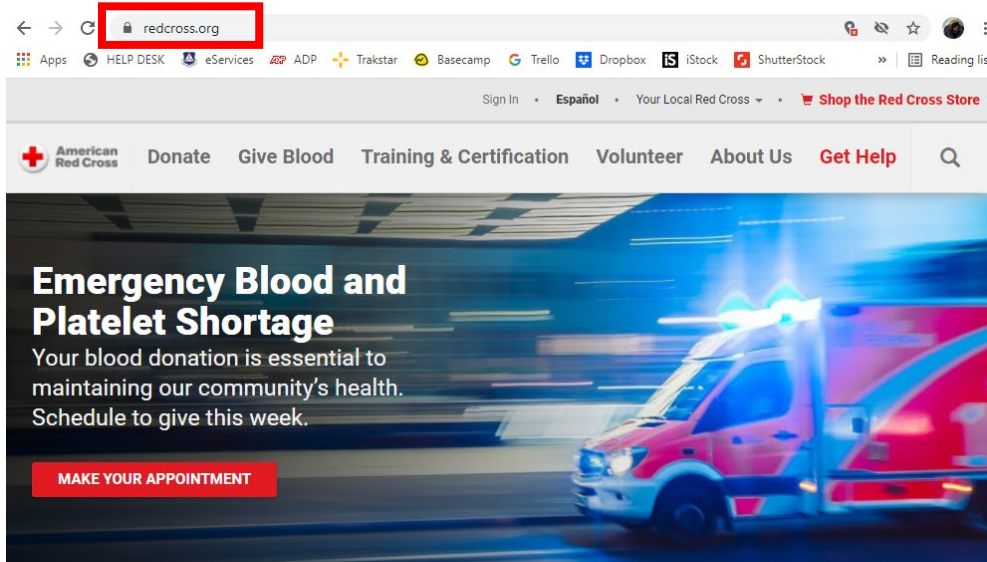
Plan A Visit

# Example: American Red Cross

The **American Red Cross is one of the nonprofits MAC benchmarks** with a tightly managed brand and cohesive messaging. The Red Cross:

- is a congressionally chartered nonprofit in emergency services,
- is spread across all states, territories, and the District of Columbia,
- has 300,000 volunteer members, and
- is managing its brand and messaging at a world-class level

# American Red Cross Web

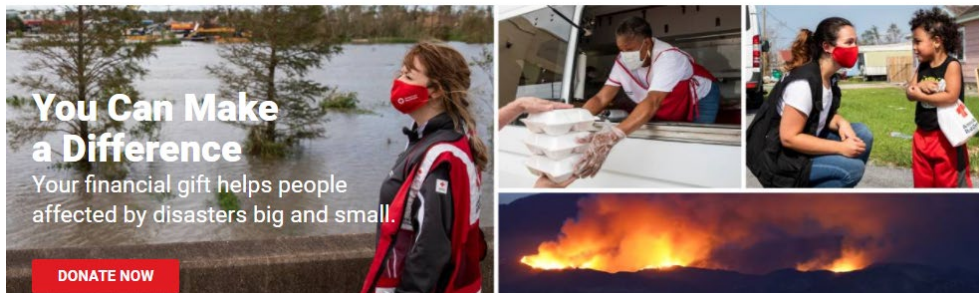


National Website



### Your Donation Is Urgently Needed

Plus, come give blood in October and receive a free Zaxby's® Signature Sandwich reward or get a \$5 e-gift card. [Learn more»](#)



State Website

## The American Red Cross in Georgia

The American Red Cross of Georgia under the leadership of CEO [Deirdre Dixon](#), serves 10 million people through a network of 8 chapters: Central Midwest Georgia, East Central Georgia, Greater Atlanta, Northeast Georgia, Northwest Georgia, South Central Georgia, Southeast Georgia, and Southwest Georgia. We're in our local communities every day, helping people prepare for, respond to and recover from emergencies.

# Web Strategies In Progress

There are multiple web strategies in various stages of development:

## 1. Primary Public Sites

- A. AirForce.com – Air Force Auxiliary was just added to home page after two years
- B. Future public website – modeled after airforce.com beginning in late 2024

## 2. Wing Sites

- A. 52 wings sites telling one cohesive CAP story
- B. Donation module added to wing/squadron websites in July 2023

## 3. Subordinate Sites (unit/squadron level)

- A. Migrate all existing sites to the SiteViz template for proper branding and security
- B. No new standalone squadron websites

## 4. Other Sites (activity, event, group, etc.)

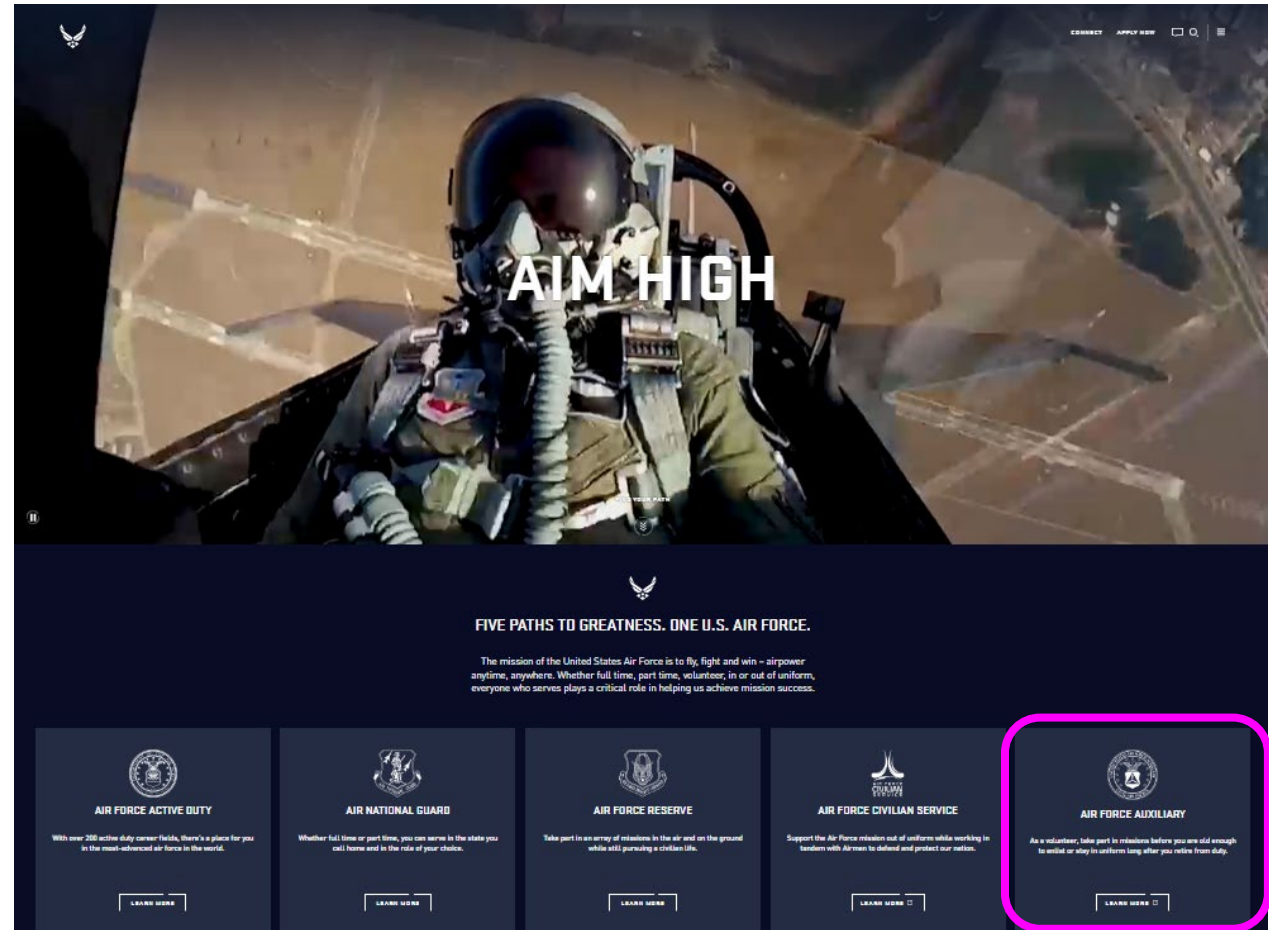
- A. Evaluated individually for need, accuracy, branding, conflicts, etc.
- B. Authorized sites must be properly branded and securely hosted on Global Reach



# 1. AirForce.com

The **Air Force Auxiliary** was recently added to the home page at airforce.com. The Air Force website:

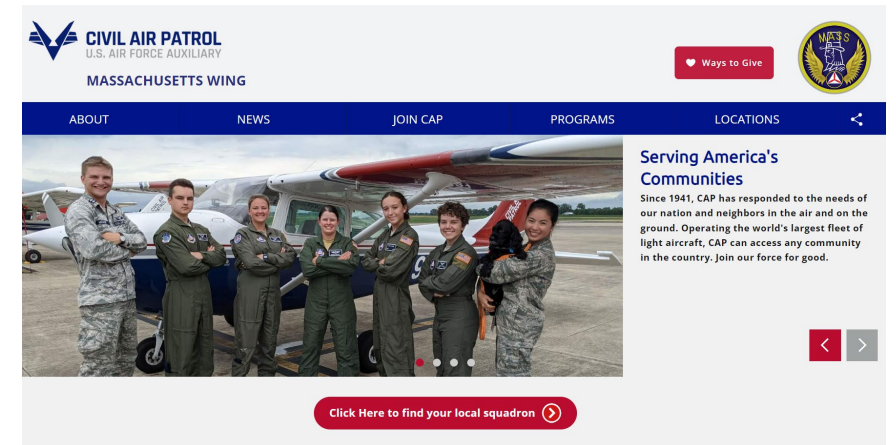
- Attracts **1.3M visitors** per month
- Leads to a landing page with CAP content and links to GoCivilAirPatrol.com



# 2. Wing Websites

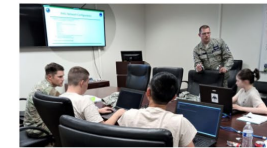
MAC **created a 53rd wing** website as a universal content library to:

- keep content accurate on all sites while
- reducing workload for wings,
- enhancing the user experience by
- unifying messaging as One CAP
- and still **allowing wings to customize** content as desired



Maryland Cadets Lead Way as CAP Teams Sweep UAS4STEM Top Beginner Spots

Civil Air Patrol cadets swept the Beginners Division of the Academy of Model Aeronautics' UAS4STEM national drone competition at EAA AirVenture Oshkosh, with teams from the Maryland, Alabama, and Tennessee wings taking the top three positions in resu...



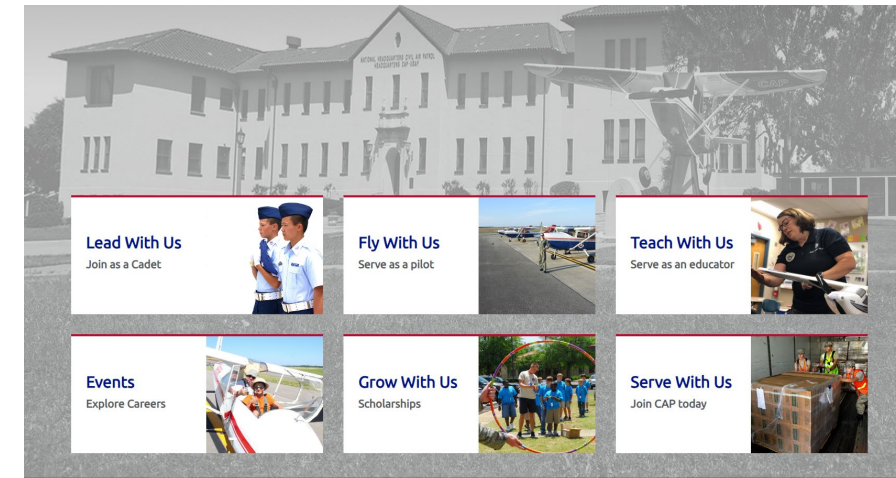
Cadets Explore Cyber Concepts at National Academy

Cadets and adult members devoted two weeks recently to exploring and working to master some of the latest developments in the ever-shifting realm of cyberspace, as presented at the National Cyber Academy in Hampton, Virginia. The academy, led by Senio...



Members From Across CAP Flock to Wisconsin to Assist with EAA AirVenture Oshkosh

Nearly 200 Civil Air Patrol cadets and adult member from 43 wings in all eight regions are conducting searches, flight line marshalling and other services at EAA AirVenture Oshkosh while taking part in the leadership training experience provided by t...



## 2. Wing Websites

### Many wing sites:

- have **legacy sites** active after converting to SiteViz
- have **content that is years old**
- **omit flagship programs**
- have **broken links**
- have **poor site performance**
- may be a **security risk**

### All 52 wing websites will:

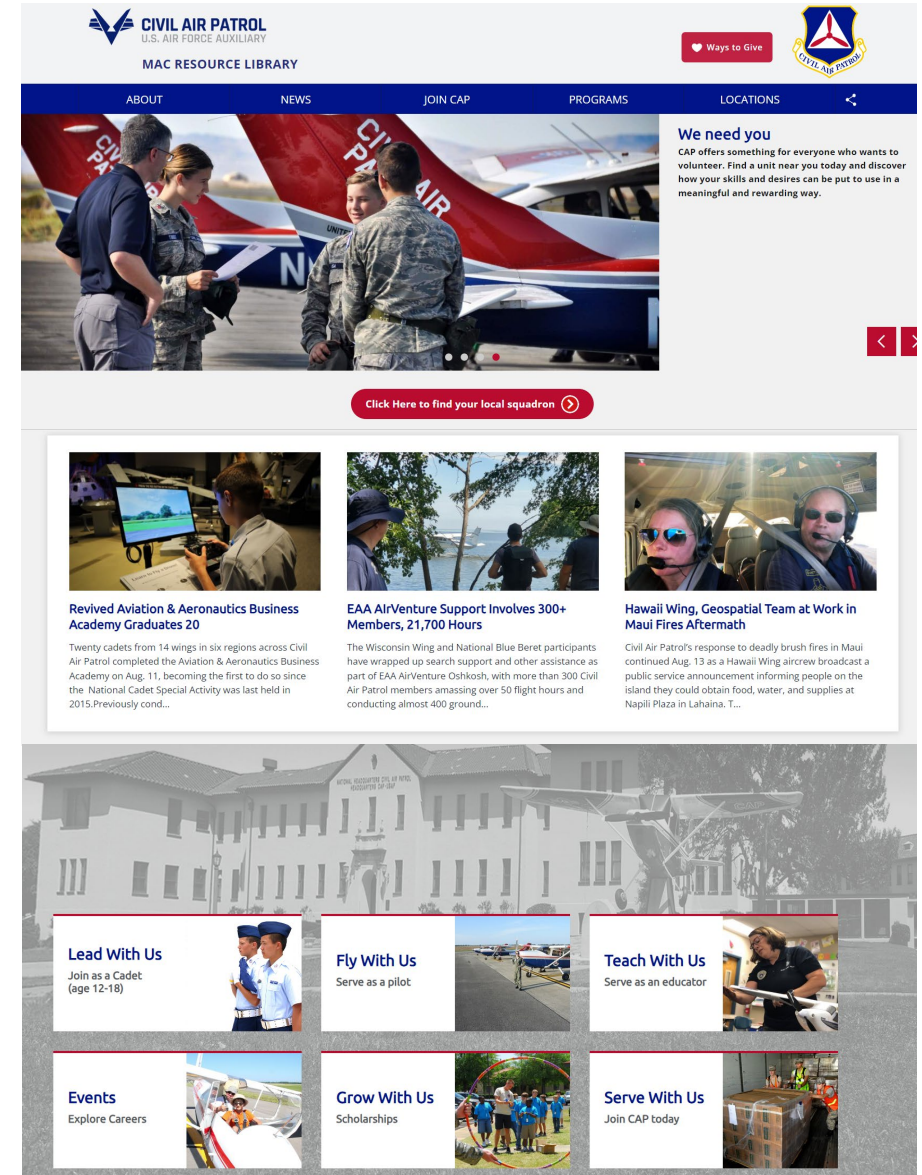
- be **properly branded**
- **securely hosted**
- **have accurate content** updated by MAC as needed to reflect new programs, changes, etc.
- **share a common domain** convention



# 2. A New Template

The new “53rd Wing” website will be managed and curated by MAC

- Consistent template across all wings and squadrons – MAC updates general baseline content as needed
- **Units customize content**
- Donation module for wing-level fundraising
- **Locations link in top-level navigation – leads to a page for each squadron within the wing website**



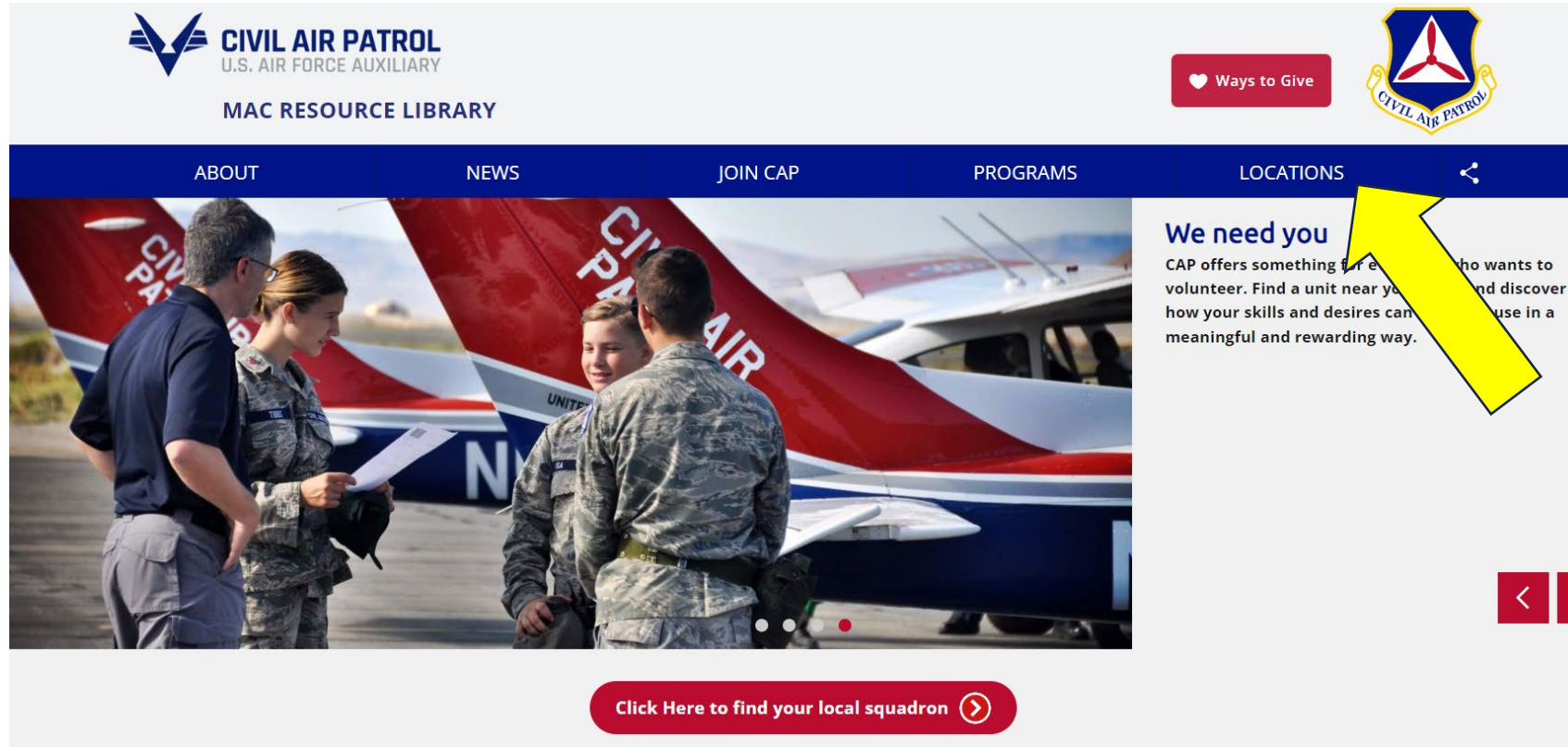
# 3. Subordinate Websites

- There are numerous standalone unit/squadron websites, some are **improperly branded and hosted and/or have obsolete or missing content**
- Once wing website updates are completed, all unit/squadron websites will either:
  - Be migrated to the new SiteViz template, with a link to the appropriate squadron page on the new wing website

OR

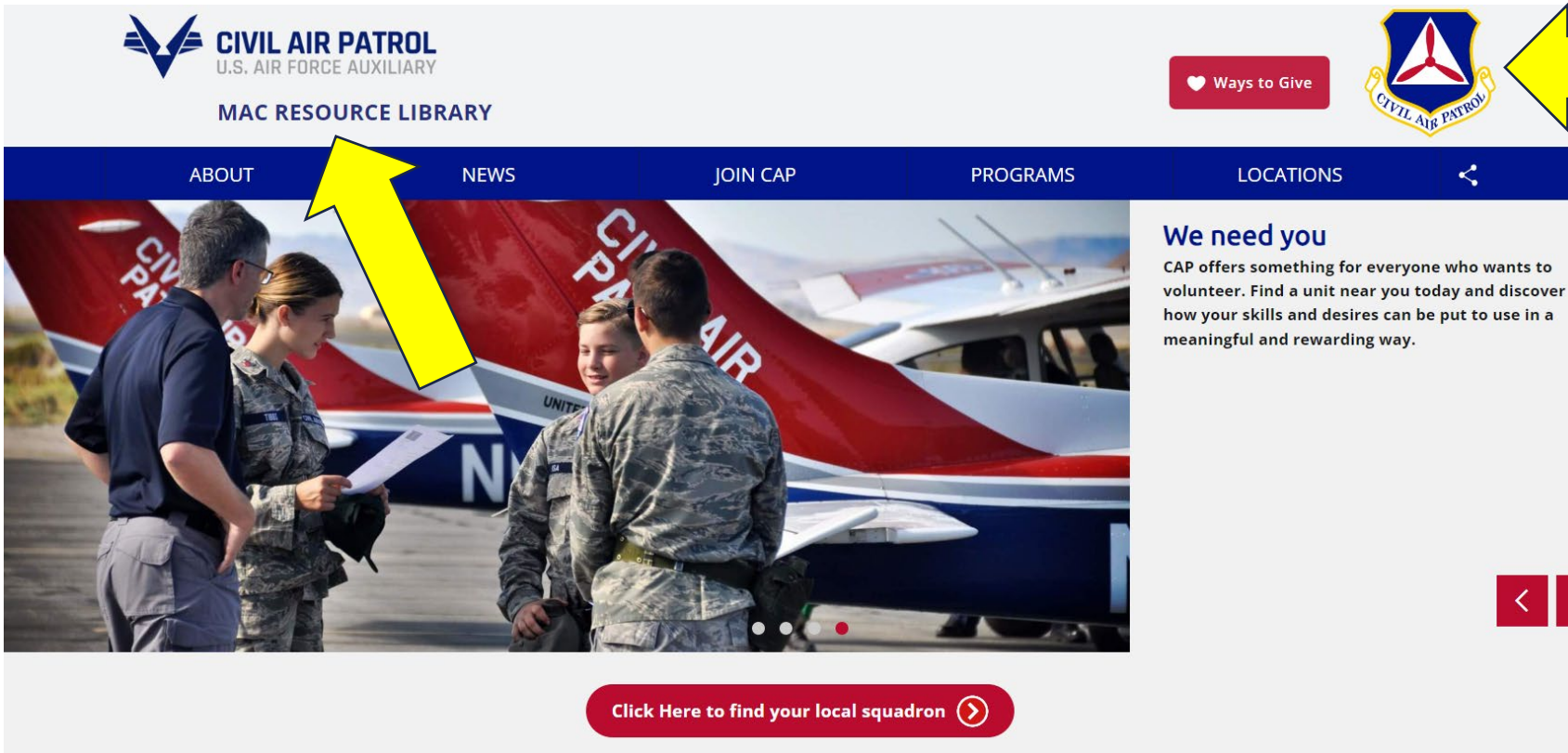
- Noncompliant website will need to be taken offline immediately

# Homepage - Consistent Navigation



- New top-level navigation on all pages of all wing websites
- Locations link on all sites – each squadron has its own page

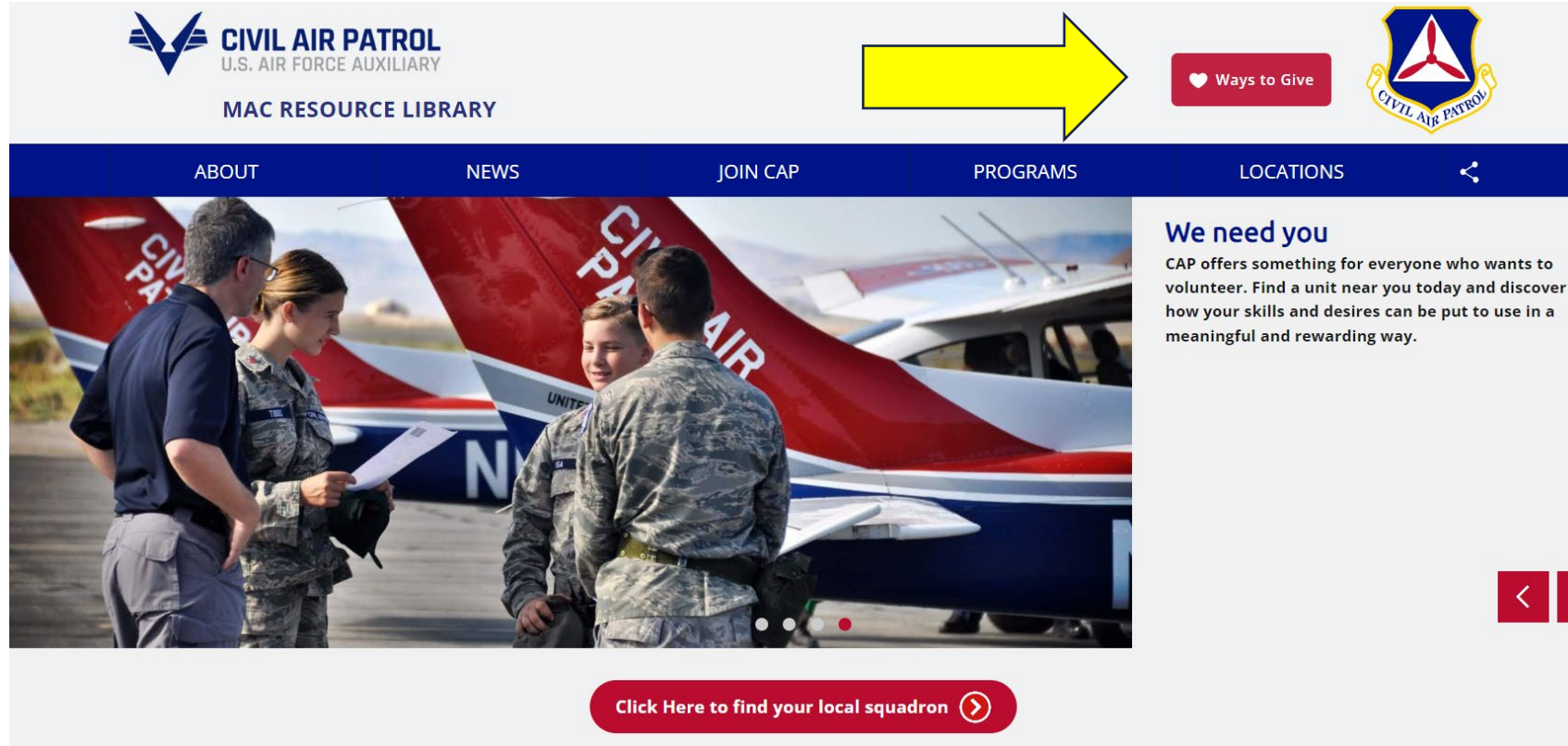
# Homepage - Wing Name & Emblem



- SiteViz automatically populates wing/squadron name and appropriate emblem from eServices

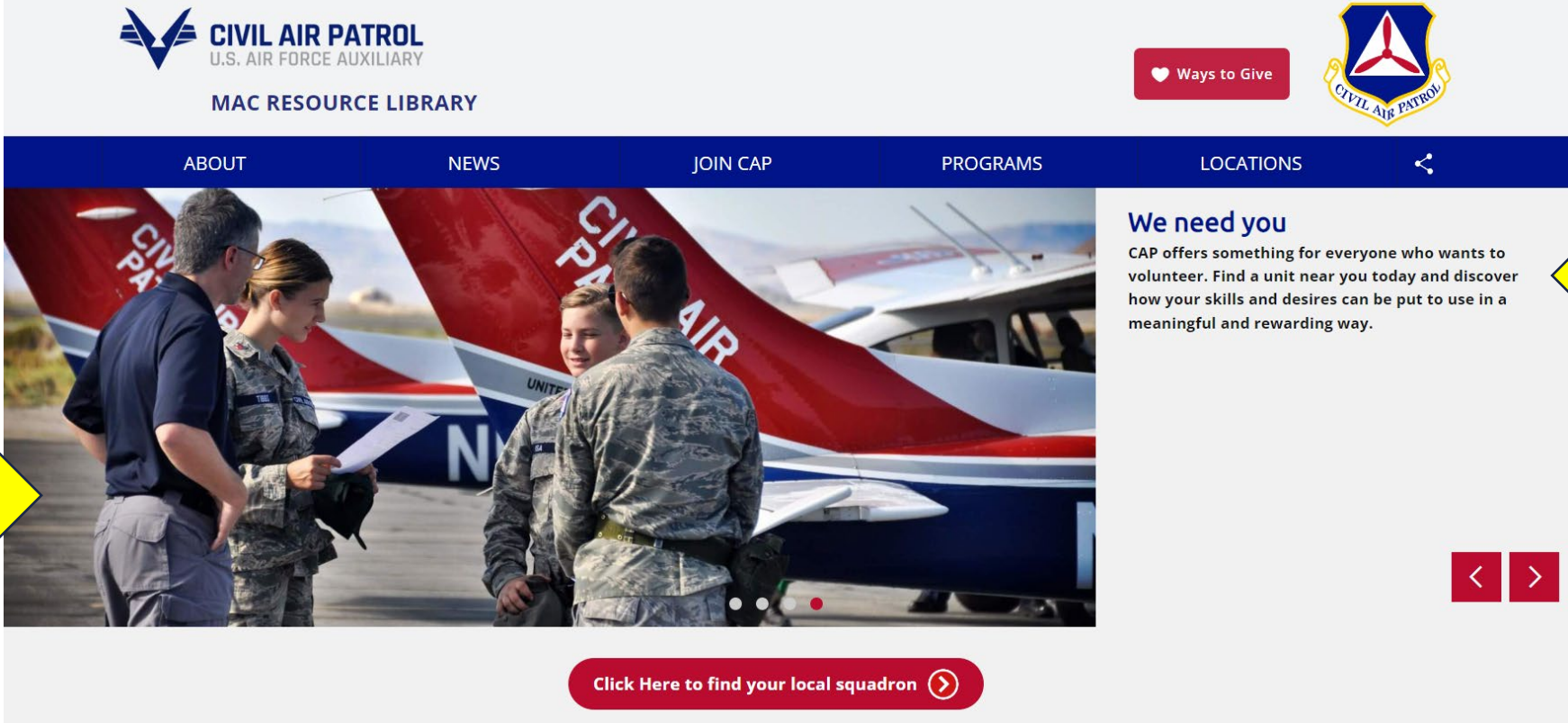


# Homepage - Ways to Give Button



- Donation module button for wing fundraising
- Upon clicking, new .org page presents – units can add new child pages

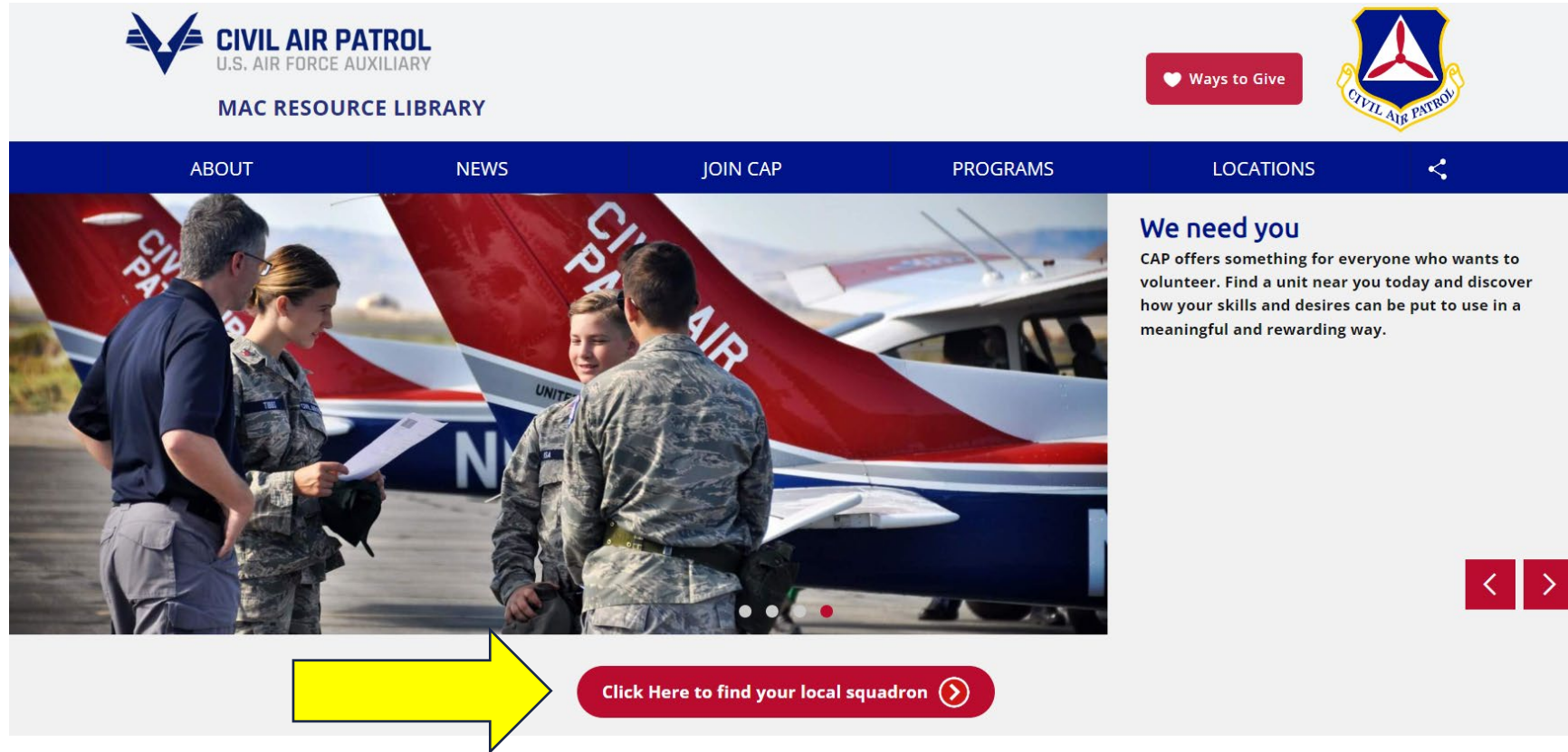
# Homepage - Carousel



The screenshot shows the Civil Air Patrol homepage. At the top left is the logo for Civil Air Patrol, U.S. Air Force Auxiliary, with a link to the MAC Resource Library. At the top right is a 'Ways to Give' button and the CAP shield logo. A navigation bar contains links for ABOUT, NEWS, JOIN CAP, PROGRAMS, and LOCATIONS. The main content area features a carousel with a large image of people in military uniforms at an airfield. To the right of the image is a 'We need you' section with a call to action to find a local unit. A yellow arrow points to the image, and another yellow arrow points to the 'We need you' text. Below the image is a button that says 'Click Here to find your local squadron' with a right-pointing arrow. At the bottom right of the carousel are navigation arrows.

- Carousel preloaded with images and copy
- Wings can customize – use all, some, or none

# Homepage - Squadron Locator Button



- This button can be **customized by wings**
- Should not promote donations here – there is a new donation module

# Homepage - CAP.News Feed

Click Here to find your local squadron

**Maryland Cadets Lead Way as CAP Teams Sweep UAS4STEM Top Beginner Spots**

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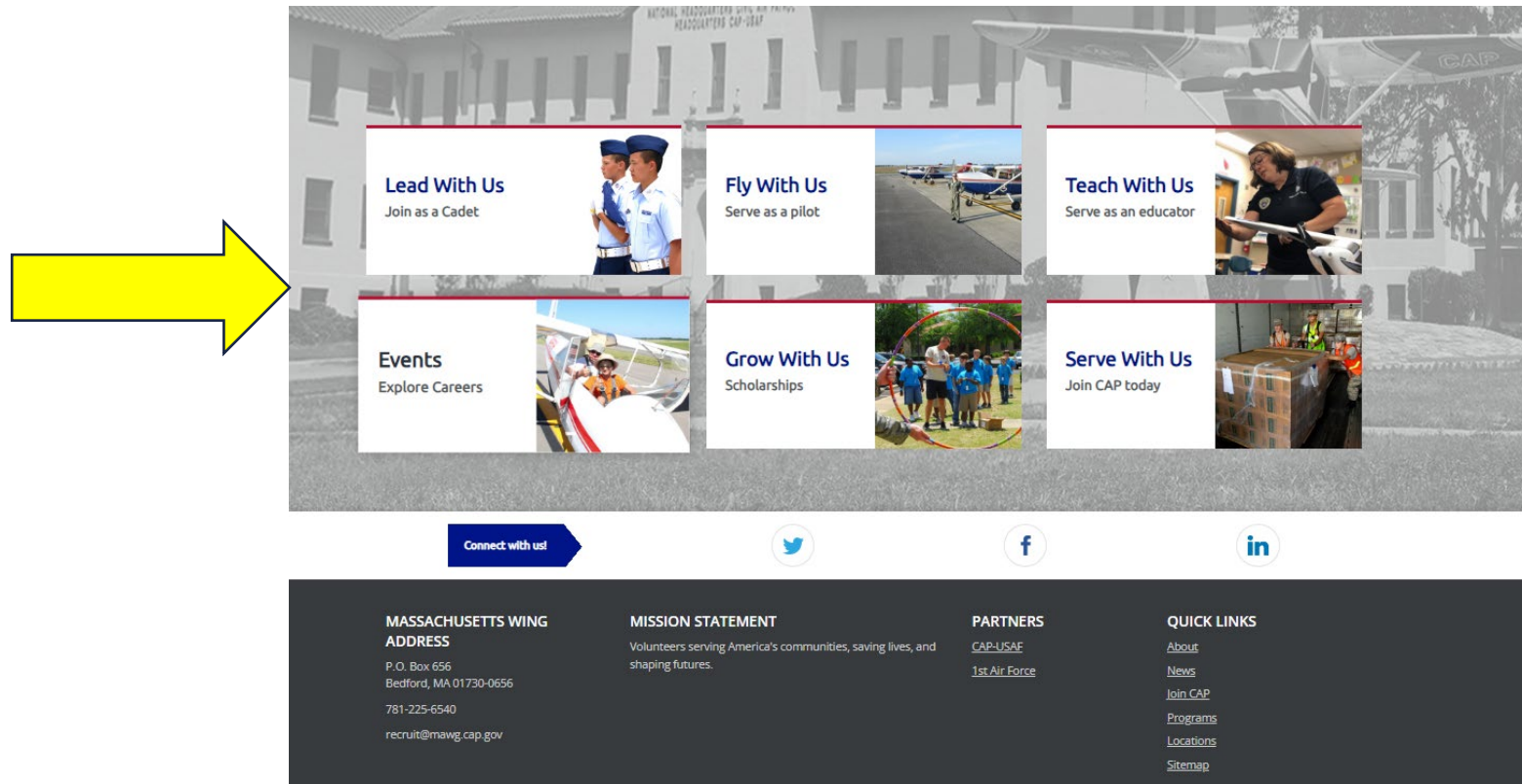
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adets-explore-cyber-concepts-at-national-acade...

- Automated feed of CAP.News – three most recent articles

# Homepage - Container Graphics



- Container graphics can be **customized by wings** – highlight unique things
  - Encampment, wing conference, community service, etc.
- Customize with links to your social media sites; add additional quick links

# About

The screenshot shows the Civil Air Patrol website's 'About' page. A green arrow points to the 'ABOUT' navigation link in the top blue bar. A yellow arrow points to the 'ABOUT CIVIL AIR PATROL' link in the left sidebar. Another yellow arrow points to the 'Related Links' section on the right, which includes links for 'Fact Sheet', 'Annual Report', and 'CAP.news'. The main content area features a red header 'ABOUT CIVIL AIR PATROL', a photograph of four CAP members in uniform standing in front of a plane, and text describing the organization's history and mission. The top of the page includes the Civil Air Patrol logo, 'U.S. AIR FORCE AUXILIARY', 'MAC RESOURCE LIBRARY', a 'Ways to Give' button, and a 'LOCATIONS' dropdown menu.

- Links to key topics on left; related links on right
- Wings can **customize content** under template and add child pages
- Other content to consider: Link to a secure member site, wing leadership, encampment/wing conference, wing community service, etc.

# News

The screenshot displays the Civil Air Patrol website's News page. At the top, the Civil Air Patrol logo and 'U.S. AIR FORCE AUXILIARY' are visible. A navigation bar includes 'ABOUT', 'NEWS', 'JOIN CAP', 'PROGRAMS', and 'LOCATIONS'. A 'Ways to Give' button is also present. A sidebar on the left contains 'NEWS', 'CAP.news', and 'Volunteer Magazine'. The main content area shows 'HOME / NEWS' and 'NEWS' with the message 'No news currently available.' To the right, two news article examples are shown:

- 2023 Oklahoma Wing Summer Encampment**  
July 15, 2023  
Follow 4.7K Share  
Bragg, Okla (July 8 - July 15, 2023) — Summer encampments serve as week-long leadership laboratories. They offer cadets the opportunity to further develop leadership skills under the careful supervision of highly trained adult leaders. Cadets develop leadership potential, discipline, time-management, and interpersonal skills while at encampment. They learn how to overcome challenges and succeed through critical thinking...  
Read More
- 2023 Southwest Region Powered Flight Academy**  
April 25, 2023  
Follow 4.7K Share  
Ada, Okla (June 15 - June 25, 2023) — National Flight Academies are Civil Air Patrol's premier cadet flight experiences. As such, student selection is a very competitive process, with a selection pool in the hundreds and approximately 20 slots available per academy. Earning a slot at an NFA is a prestigious honor that sets a cadet on their aviation...

- Links to CAP.news and CAP Volunteer magazine on left
- Add wing and squadron news here – see example from OKWG

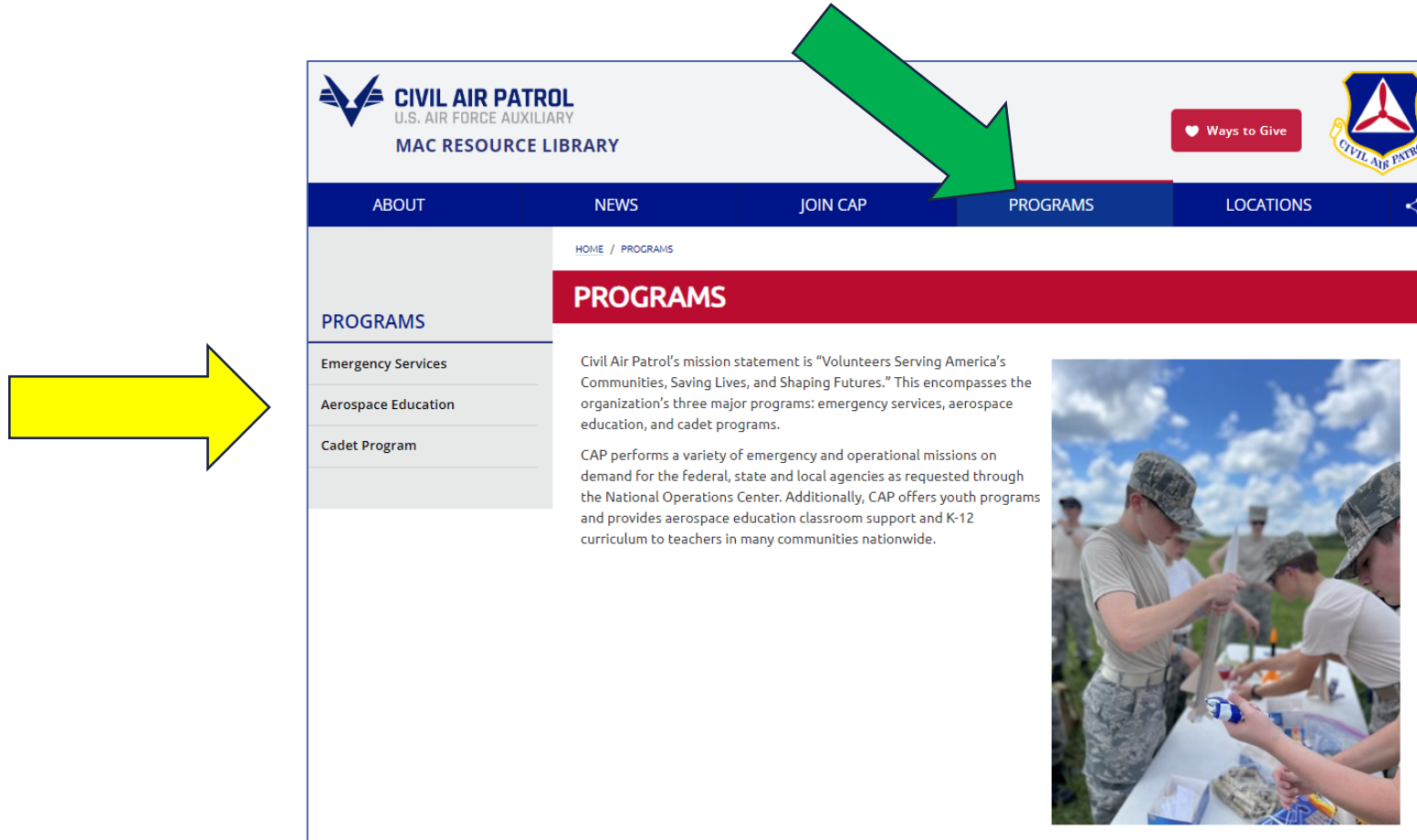
# Join CAP

The screenshot shows the Civil Air Patrol website's 'Join CAP' page. At the top, the Civil Air Patrol logo and 'U.S. AIR FORCE AUXILIARY' are displayed, along with a 'Ways to Give' button and a CAP shield logo. The navigation menu includes 'ABOUT', 'NEWS', 'JOIN CAP', 'PROGRAMS', and 'LOCATIONS'. The 'JOIN CAP' page features a red header with the text 'JOIN CAP'. On the left, a navigation menu lists membership options: 'JOIN CAP', 'Become a Cadet (Ages 12-18)', 'Become an Adult Volunteer', 'Become a Cadet Sponsor', and 'Become an Aerospace Education Member'. The main content area includes a paragraph about the benefits of joining, a photo of two men looking at an aircraft, and a 'Related Links' section with links to 'CAP Alumni and Friends' and 'Fly With CAP'. The page also includes a breadcrumb trail 'HOME / JOIN CAP' and a 'Professional and personal development opportunities' section.

- Links to pages with membership types along left



# Programs



The screenshot shows the Civil Air Patrol website's 'PROGRAMS' page. At the top, the header includes the Civil Air Patrol logo, 'U.S. AIR FORCE AUXILIARY', and 'MAC RESOURCE LIBRARY'. A navigation bar contains links for 'ABOUT', 'NEWS', 'JOIN CAP', 'PROGRAMS', and 'LOCATIONS'. A red 'Ways to Give' button is also visible. The main content area features a red 'PROGRAMS' header, a mission statement, and a photograph of volunteers. A left sidebar contains links for 'Emergency Services', 'Aerospace Education', and 'Cadet Program'. A green arrow points to the 'PROGRAMS' navigation tab, and a yellow arrow points to the program links in the left sidebar.

**CIVIL AIR PATROL**  
U.S. AIR FORCE AUXILIARY  
MAC RESOURCE LIBRARY

Ways to Give

ABOUT NEWS JOIN CAP **PROGRAMS** LOCATIONS

HOME / PROGRAMS

**PROGRAMS**


Emergency Services

Aerospace Education

Cadet Program

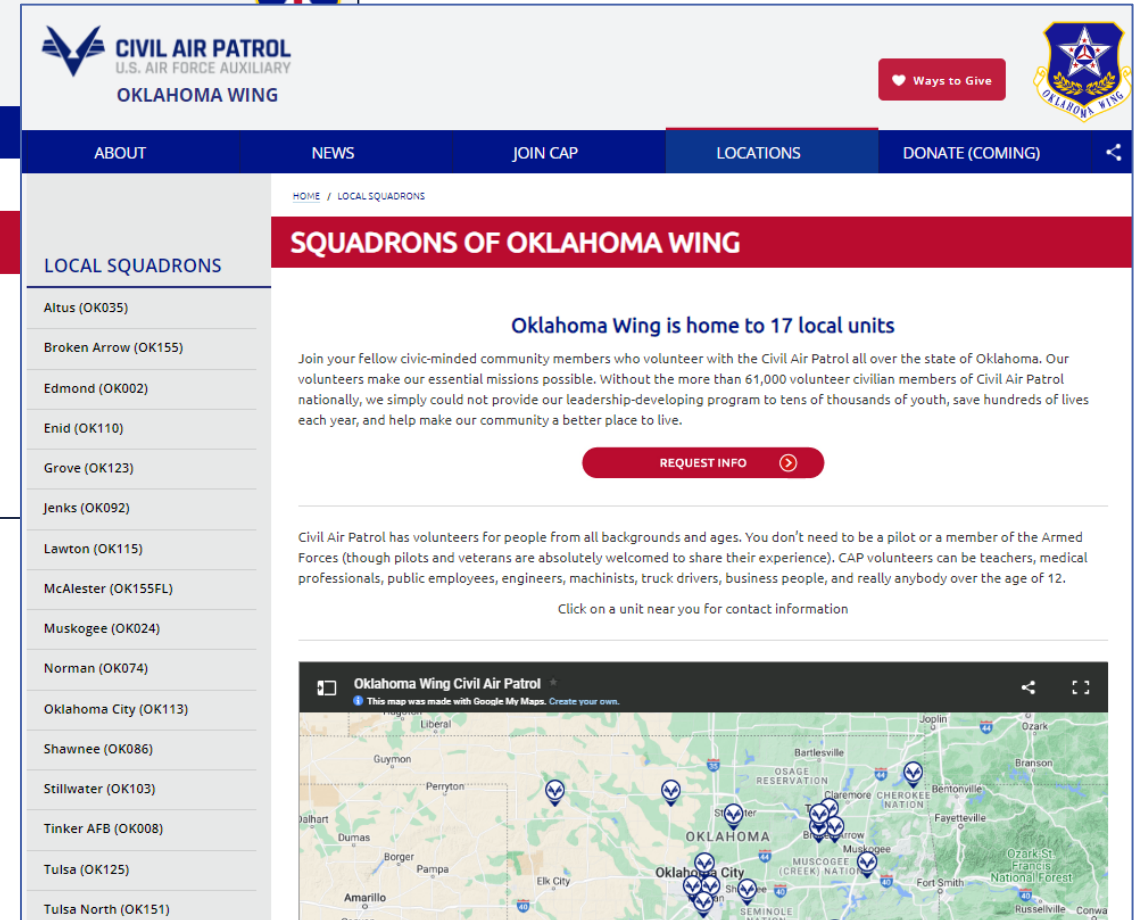
Civil Air Patrol's mission statement is "Volunteers Serving America's Communities, Saving Lives, and Shaping Futures." This encompasses the organization's three major programs: emergency services, aerospace education, and cadet programs.

CAP performs a variety of emergency and operational missions on demand for the federal, state and local agencies as requested through the National Operations Center. Additionally, CAP offers youth programs and provides aerospace education classroom support and K-12 curriculum to teachers in many communities nationwide.



- Links to pages on each program along left

# Locations



- Map with all squadrons shown (Google My Maps)
- Link and page for each squadron
- Optional – child pages for each squadron
- If keeping existing squadron websites, all pages must use the new template; can link from new squadron landing page

OKWNG beta-test website

# Training

## Working with Global Reach and on additional resources

- New training videos coming from Global Reach
- Meetings with Q/A sessions – MAC, CAP IT, and Global Reach programmers – quarterly
- Email for questions – [capwebsites@capnhq.gov](mailto:capwebsites@capnhq.gov)
- Added members with SiteViz experience to national PA team to assist with answering questions on this project
- Resources on GoCAP.com: [gocivilairpatrol.com/members/cap-national-hq/information-technology/cap-web-sites](http://gocivilairpatrol.com/members/cap-national-hq/information-technology/cap-web-sites)
  - The recording of this session will be placed here – share with squadron PAOs and others involved with your website

New template will be available in SiteViz by September 15, or sooner.

# General

- Create an area on the wing website for all member-specific content – it's for members only. Options:
  - Google Workspace
  - Microsoft 365
- Updates will be communicated via the new MAC Matters eNewsletter

# Timeline

Wings have been divided into four production groups to import content from the 53rd wing website content library based upon estimated work needed to update the website. Includes:

- Top level navigation and imported content completed by wings
- MAC review of websites for quality assurance
- In production

If you foresee any timing issues, reach out to MAC.

# Timeline – Phase 1 Wings

Arkansas

Arizona

Delaware

Idaho

Indiana

Oklahoma

National Capital

- Updates completed by wings: April 7, 2024
- MAC review of websites complete: April 22, 2024
- In production: April 29, 2024

# Timeline – Phase 2 Wings

Florida  
Nebraska  
Missouri  
South Dakota

Georgia  
Nevada  
Puerto Rico  
Washington

Hawaii  
New Jersey  
Rhode Island

Kentucky  
North Dakota  
South Carolina

- Updates completed by wings: April 27, 2024
- MAC review of websites complete: May 12, 2024
- In production: May 29, 2024

# Timeline – Phase 3 Wings

Alabama	Alaska	Colorado	Iowa
Kansas	Ohio	Oregon	Maryland
Massachusetts	Michigan	Mississippi	Montana
New Hampshire	New Mexico	North Carolina	Pennsylvania
Tennessee	Texas	Utah	Vermont
West Virginia	Wisconsin		

- Updates completed by wings: May 22, 2024
- MAC review of websites complete: June 6, 2024
- **In production: June 23, 2024**



# Timeline – Phase 4 Wings

Maine

Minnesota

New York

Louisiana

Connecticut

Wyoming

California

Virginia

Illinois

- Updates completed by wings: June 16, 2024
- MAC review of websites complete: July 1, 2024
- In production: July 8, 2024

# Questions?



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September 2023

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