

# Branding your CCAMP Websites

Interactive, Community Development Websites



CCAMP's Websites are critical management and communication tools that empower community organizations to map, manage and mobilize the assets of their community—people, places and things. We call this the *3M approach*<sup>®</sup>. In time, they become a unique *interactive* community development system, available to the entire community, at any time of day—any day of the week. **The interactive and mutually beneficial nature of CCAMP is what separates it completely from static information-referral systems like 211 (Infoline).** They provide critical management and communication tools for community organizations and their coalitions, volunteers, and program participants. We know the importance of having an easy-to-use web presence, with custom branding and modern features.

For more information on our Management and Public sites, read [The Power & Flexibility of CCAMP](#) at: [www.thecommunityconnection.org](http://www.thecommunityconnection.org) (Downloads)

**An appealing, Up-to-Date Website with your Branding and Web Address** is crucial to transform your *community action* **FROM** a crisis management experience managed by struggling Social Service agencies **TO** citizens participating in a culture of long term wellness and health—people helping people where they live, work and play. Your custom branded websites may stand alone or complement and support your existing community site to create connections, build strengths / assets and communicate effectively. They are especially useful in supporting Church or School-Community partnerships along with special populations like juvenile diversion programs, prisoner re-entry, people in recovery, people with disabilities and more.

## Visit Sample 'Branded' Site # 1

<http://hvdirectconnect.org>

**Community Development Websites** may stand alone or complement your existing web presence.

**With our Branding package** CCAMP groups can manage their websites "in-house." No, you don't need to write "computer language" or code. CCAMP's Content Management System (**CMS**) is user friendly, reliable software that gives you great control of your new websites. Making changes in-house **saves time and money**. You are allowed the freedom to respond to change as quickly as possible.

**With our CMS** it is easy to update, create, and delete most areas of the website (content, photos, news, and events) at no charge. Because the site operates on our servers, **you don't pay for expensive servers, security or back-up systems**.

**Advanced communications systems** allow for optional blogging capacity, data exporting, instant communication by email, mail merge, geo-mapping and much more.

**Community Indicator Data Collection** is at your control and modified by you

**Technical Assistance (TA)** is provided to you for efficient management of your new system.

**Go to page 2 for a list of Features in the Branding Package**

## Visit Sample 'Branded' Site # 2

<http://wicomicofamilyconnecton.org>

### Some Features available with our Branding package:

- Custom branding (your logo, tagline and colors)
- Content Management System (CMS)
- Create, modify, and delete content
- Manage your own community indicators
- Edit & control your menu system
- Add new pages
- Blog System (create Blog posts)
- Memberships
- Newsletter Sign-Up
- Organization Profile System
- Track & manage available Organization resources- (for funding, space and materials)
- Image / Photo Gallery for content management
- Support embedded videos
- Support embedded sponsors for monthly revenues
- Site search with Text, Image and Geo-map results
- Site optimized for search engines (SEO ready)
- Public & Management sites are fully integrated
- And more...

## Collect Data on Community Indicators for discussion at community forums

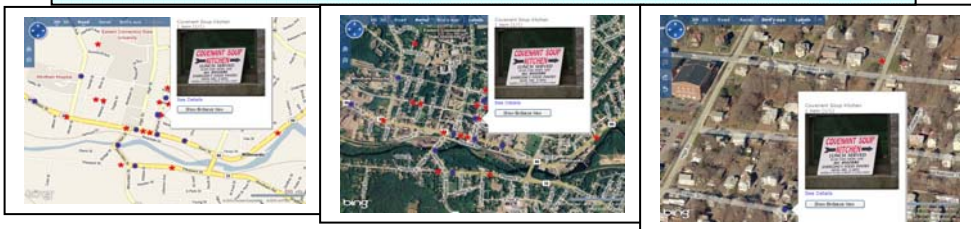
Indicators	Describe efforts	Describe your impacts/results
Support		
Family support: Family life provides high levels of love and support.	We provide trainings in asset and resiliency building for the entire family.	
Positive family relationships: Young person and her or his parent (or community partner, and young person is willing to seek advice and counsel from parents).		
Other adult relationships: Young person receives support from three or more caregiver adults.	We provide training and consultation to all Youth Work Professionals on how to apply an Asset Framework especially the 4 Developmental Assets.	
Caring neighborhood: Young person experiences caring neighbors.	Our Community Connections System, trainings and mini-grants generate many grant-ready projects that build neighborhood trust and connection.	
Caring school climate: School provides a caring, encouraging environment.	CCAMP's surveys, reports, mapping and resources help get youth connected in just the right places.	
Parent involvement in schooling: Parents are actively involved in helping young person succeed in school.	PTOs get involved in using CCAMP at the schools to benefit their children.	
Engagement		
Community values youth: Young person perceives the adults in the community care youth.	Youth see that the entire community of organizations is working together to support the 4 Developmental Assets on their behalf.	
Youth as resources: Young people are given useful roles in the community.	Through CCAMP, youth work with adults to coordinate projects for other youth based on a study of skills hearing interrelationships.	
Service to others: Young person serves in the community one hour or more per week.	Organizations give youth opportunities to serve based on their expressed skills and interests.	
Safety: Young person feels safe at home, at school, and in the neighborhood.	CCAMP's survey conversations and public search engine generate greater trust levels in the neighborhood.	

## Geo-Map to Layer & Study Your Data

Road

Aerial

Street View



For more information and pricing, contact us at Connecticut Assets Network, Inc.  
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**“Be the Change...”** Help your community establish **Mutually Beneficial Social Support Networks** for people helping people—using their gifts, skills and resources—where youth and families live (neighborhoods), work (schools and organizations) and play!