

Website Report

March 25, 2022 Annual Meeting

It has been about 18 months since we flipped the switch on the revamped website, which site uses WordPress. No major problems have been encountered.

The ongoing maintenance includes:

- Posting news items about the Association
- Preparing broadcast email
- Uploading historical documents prepared by William Bauman
- Putting Association events on the calendar
- Creating PayPal buttons that allow people to purchase store items, pay for events, or make donations.
- Maintaining the JavaScript code that allows new members to join online.
- Maintaining the JavaScript code that allows existing members to renew and make donations.
- Maintaining the JavaScript code that allows people to make memorial donations online.
- Adding new *Along The Towpath* content.

We continue to use PayPal for online transactions. During 2021 we processed about 325 payments totaling almost \$16,000. But we used a different payment service, Stripe, for the World Canals Conference.

We continue to use our Wild Apricot membership software for our broadcast emails.