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NCNA Launches Emergency Fundraising Effort for Nurses Affected by Hurricane Florence

It is especially heartwarming and encouraging to see how associations respond to needs in their area of interest. Last week the **North Carolina Nurses Association** (NCNA) asked us to help launch a campaign seeking donations and providing an application for relief for North Carolina nurses affected by Hurricane Florence.   It is a campaign inspired by a similar effort created by the Texas Nurses Association after Hurricane Harvey.

Here is the announcement from NCNA as posted on their web site.

The North Carolina Nurses Association (NCNA) and its charitable arm, the North Carolina Foundation for Nursing (NCFN) are announcing an emergency campaign to provide support to nurses who have suffered loss or damages from Hurricane Florence. The NCFN - Nurse Recovery Fund seeks tax-deductible donations whose sole purpose is to help nurses get back on their feet sooner; NCNA and NCFN believe that helping nurses return to their normal lives will benefit the entire state.

"It is immensely harder to focus on patient care if you are reeling from your own losses, so we see this as a chance to support our fellow nurses and try to help them get back to normal," said NCNA President Elaine Scherer, MAEd, BSN, RN. "Caring for each other is a vital part of being a nurse. We saw an opportunity to step up and have a positive impact on a terrible situation. Doing nothing was simply not an option."

People interested in donating can click here:
https://portal.ncnurses.org/donate-now

Nurses who need to apply for relief aid can click here:
https://ncnurses.org/foundation/ncfn-nurse-recovery-fund/

All money collected by NCFN for this fund will be given directly to the people in need. NCNA is donating all of the staff time required to set up the campaign's infrastructure and administer funds.

Well done NCNA! More information is available on the NCNA web site .

A Good Content Management System Makes Site Maintenance Easy

A new web site launch is the culmination of much planning, many design discussions, creation of new content, programming, testing, and the coordination of multiple parties.

For many clients it also means a transition into maintenance mode for the new site. Many are nervous about using a new Content Management System or taking on maintenance for the first time.

Maintenance can be daunting, but it doesn't have to be.

Potomac Digitek client sites are built on the Mura Content Management System which has proven to be robust, flexible, and easy to use. Here are a few reasons why PODI and the Mura CMS make maintenance easy.

Smooth handoff *:* Within days of a new site launch, the PODI Team provides hands-on training to the client's Web team. The training session marks the transition of site maintenance from our team to the client's.

The client teams usually get right to it and updates begin flowing immediately. There's no better way to keep your site well-ranked in search engines and to demonstrate value to your visitors than frequent postings.

Easy peasy: Don't take our word for it. Here is feedback from a client using the Mura CMS every day:

> *"I recently ventured into Mura for some simple updating of text and have been amazed at how easy it is to navigate the editing process! And I've also been able to figure out a few more complex updates on my own too - just through trial and error and some coaching from the Update Team." -Stacy W*

Simple recovery from "Oops!": Anyone ever delete a page or paragraph by mistake? The Mura CMS provides a version history for each page and recovery is quick and easy. No more worries about restoring missing content.

"How do I...?" advice is a call away: Adding new and innovative features is way to keep your site visitors engaged and informed. But if you want to add a Twitter feed or a clever accordion display, where do you begin? Our team can answer these questions and often does. We can get you started, provide examples, and help you troubleshoot your new feature.

> *"If there's [a complicated update, the PODI Team] is super responsive to our requests. ...[They are] patient and exceedingly knowledgeable about all things Mura." -Naomi G*

PODI Team can "minds the gaps": If there is turnover in your maintenance team or they are temporarily overwhelmed by annual conference week, don't worry. Our Support Team is only a phone call or email away. We maintain access to your site and can lend a hand when you need it.

And if you want, the PODI team can do all of your site updating. Contact us and we'll work out a support arraignment.

Tailored reference manual at hand: Our CMS Training guides are tailored to each client's web site. It uses specific examples from the new site including the client's unique site structure, screen images, graphics, and page layouts. This is a great source to refresh your knowledge of the site and to bring new people into the maintenance team. And if you misplace your copy, call us. We keep an electronic version on file and can send it to you quickly.

> *"Mura training was tailored to our needs and extremely thorough.   [The PODI Team] provided us with a step-by-step guide that we used throughout the training (and which also provides a good refresher). Thank you for making our transition to Mura so seamless." -Naomi G*

If you are struggling with your CMS and want a better tool to keep your site up-to-date, give us a call.

Celebrating PODI's 24th Birthday

Potomac Digitek turns 24 in October and our celebration includes recognizing long-term clients. In our August newsletter we recognized 5 clients who have been with us for more than 20 years.

This month, we are highlighting 15 clients we first welcomed between 2000 and 2004:

American Brachytherapy Society

American Council of Engineering Companies

American Society of Access Professionals

American Veterinary Distributors Association

Assoc. for Assessment & Accreditation of Lab. Animal Care Int'l

Association of Insurance Compliance Professionals

International Society for Pharmacoepidemiology

LearningForward

National Business Group on Health

Natural Stone Institute

Pension Real Estate Association
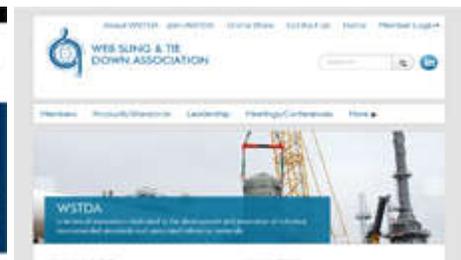

Pet Industry Distributors Association

Society for Laboratory Automation & Screening

Sports Lawyers Association

Web Sling & Tie Down Association

Other News and Notes

The recent launch of the **American Brachytherapy Society** 's web site came at just the right time! Last week they announced both the new site launch and a major patient-focused PR campaign on prostate cancer treatment options. You will find their television commercial airing on various media outlets in the coming weeks.

Association of Water Technologies just completed e-commerce integration between the Articulate e-learning platform and their PODI-written Education Manager. Members use the system for free and non-members can now pay for AWT generated classes.

To help members navigate their way through Responsible Distribution (a mandatory third-party verified environmental, health, safety & security program) the **National Association of Chemical Distributors** launched an online "roadmap." This roadmap is tailored to the size and resources available to each member company and guides them through the verification process, providing checklists and suggested steps to follow.

Thank you for your time and please donate to the NCNA cause as you can.