



Communications Committee

Websites

Communications Chair Centralized Training

Module 5

2026-09-23

Presenters: David Roberts and Joslyn Ratcliff

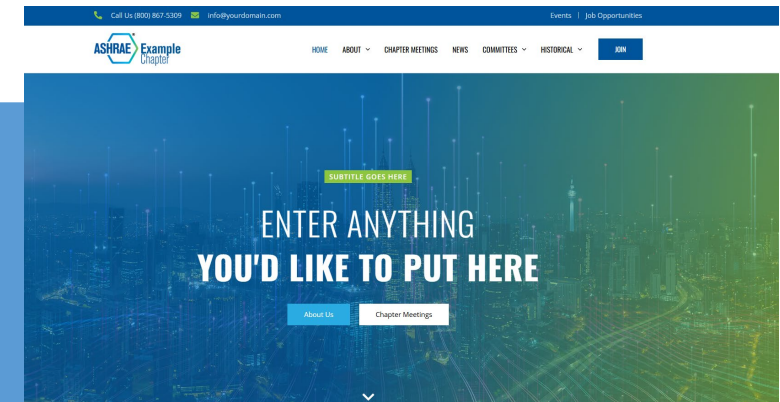
Agenda



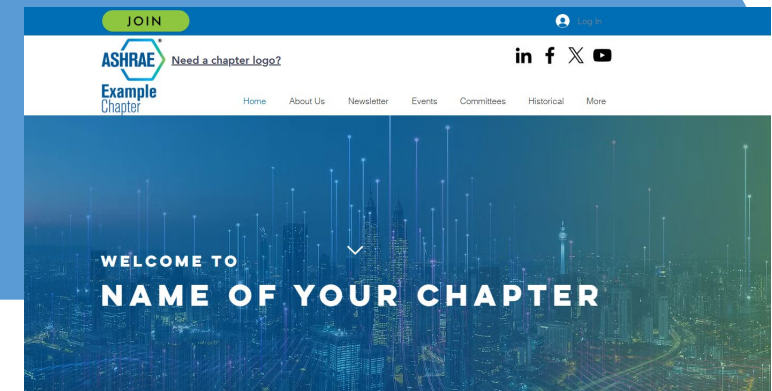
Communications Committee

★ Newly Updated for 2026

Wordpress Theme



Wix Template



➔ Request access at ashrae.org/communications > Scroll down to Websites

Best Practices



Communications Committee

- How to Get Started
- Time Commitment
- Domain Names
- Hosting Options
- Content Ideas

Policy for Websites

1.201.010 ASHRAE Policy and Procedure for Format, Activity, and Content of Web Sites for ASHRAE Groups

Best Practices for ASHRAE Chapter Websites from ASHRAE Communications Committee
Updated: May 11, 2022

BEST PRACTICES FOR CHAPTER WEBSITES

Getting Started

This document is intended to act as a guideline for the creation and management of ASHRAE Chapter websites. A well-maintained website is a great tool for chapters to make announcements, attract members, share content, maintain historical information, establish a web presence, and much more! While this document establishes some basic standards for chapter websites, each chapter should strive to create a website that is unique for their membership.

Functional websites must have two items: a domain name and a website host. There are many service providers that offer one or both services with varying features and price points. As a best practice, the username and password for these services should be stored in a safe place so that any chapter officer can access. The backup email address assigned to these services should be an alias or email account accessible to any chapter officer, not a personal email address.

Financial Investment and Time Commitment

Creating and maintaining a chapter website requires a financial and time commitment from each chapter. The levels of time and financial commitment depend on what the chapter chooses their website solution to be. This document attempts to outline various options used by chapters.

Domain Name and Registration

The domain name is the homepage URL, or the string of text that comes after www.ashrae.org. ASHRAE does not have a policy for a chapter's domain name, but recommends it meets the following criteria:

- The domain name of your chapter website should be specific and identifiable such that it will be a top result when your chapter name is searched via Google or other search engines.
- The actual name, acronym, abbreviation, or common nickname of your chapter should be included in the web address.
- The term "ASHRAE" should be included in the domain name.
- The domain should end in .org

This information is intended to be a brief primer with the understanding that anyone reading will be following established ASHRAE processes, including all that are outlined in ASHRAE's Rules of the Board and the Manuals of Chapter and Regions Operations. Reference to any company or entity does not imply endorsement in any way by ASHRAE's Communications Committee.

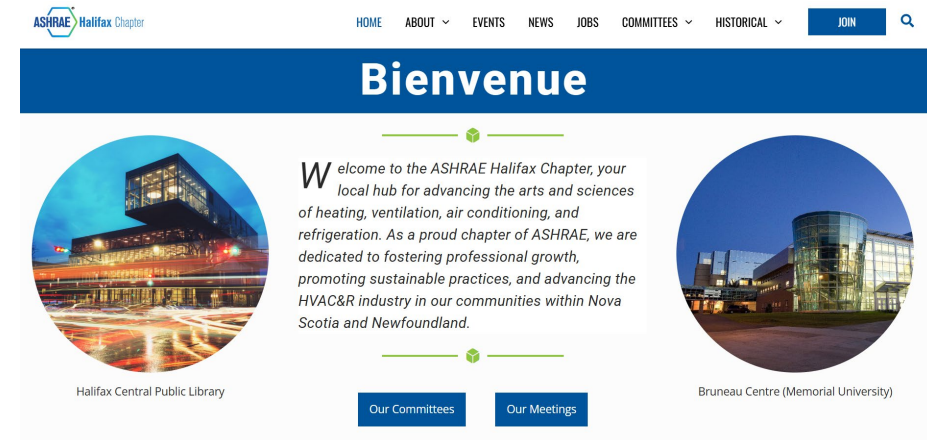
Overview



Communications Committee

- Provides ASHRAE Chapters with a simple, cost-effective way to launch and maintain a professional website.
- Features ASHRAE branding, including standard colors, design elements, and visual style.
- Comes pre-populated with commonly used navigation and content categories.
- Includes default committee descriptions to simplify website setup and content creation.

Requested by 51 Chapters!



Wordpress Theme

Wordpress Overview

- Website hosted by vendor of your choice
 - Vendor that created the theme offers managed hosting features, exclusive to ASHRAE.
- Need Elementor Pro installed and license activated
- Theme built specifically for ASHRAE Chapters
- Written and video-based instructions available



Written Steps

1. Install Elementor Pro and active the license.

All ASHRAE theme updates released on or after July 28, 2026 require Elementor Pro.

2. Download the Theme

Click the “**Download Theme**” button above and save the theme ZIP file to your computer.

Tip: Don't unzip the ZIP file. Upload it exactly as downloaded.

3. Upload the Theme

✓ Go to **Appearance** → **Themes** → **Add New** in your WordPress admin.

Wordpress Theme



Communications Committee

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SUBTITLE GOES HERE

ENTER ANYTHING
YOU'D LIKE TO PUT HERE

[About Us](#)

[Chapter Meetings](#)



A Few Examples

Contact Us | Contact List | Report Issue

Job Opportunities | Post a Job | Company Directory | Member Directory | Member Updates



HOMEABOUT▼EVENTSCOMMITTEES▼HISTORICAL▼NEWS▼RESOURCES▼SPONSORS

Join

WELCOME TO THE ASHRAE HAMILTON CHAPTER

WE ARE HVAC & BUILDING PROFESSIONALS SERVING
HAMILTON-BURLINGTON, BRANTFORD, KITCHENER-
WATERLOO & NIAGARA

Info@pugetsoundashrae.org

EventsJob Opportunities



HOMEABOUT▼MEET THE BOARDPUNCH LIST (POSTS)EVENTSCOMMITTEES▼HISTORYSPONSORSHIP

Join

SHAPING TOMORROW'S BUILT ENVIRONMENT TODAY

Welcome to
ASHRAE PUGET SOUND WEBSITE

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Info@noindashrae.com

Events | Contact | Subscribe



ABOUT▼CHAPTER MEETINGSNEWSGOLF OUTINGCLAYS FOR CREDIT HOURSHOME

JOIN

FROM THE CITY TO THE CORNFIELDS

MUNSTER, VALPARAISO, SOUTH BEND
NORTHERN INDIANA ASHRAE CHAPTER

About UsChapter Meetings

▼

WELCOME

ASHRAE
CENTRAL ARIZONA CHAPTER

Meet the BoardChapter MeetingsEvents

UPCOMING CHAPTER MEETINGS & EVENTS

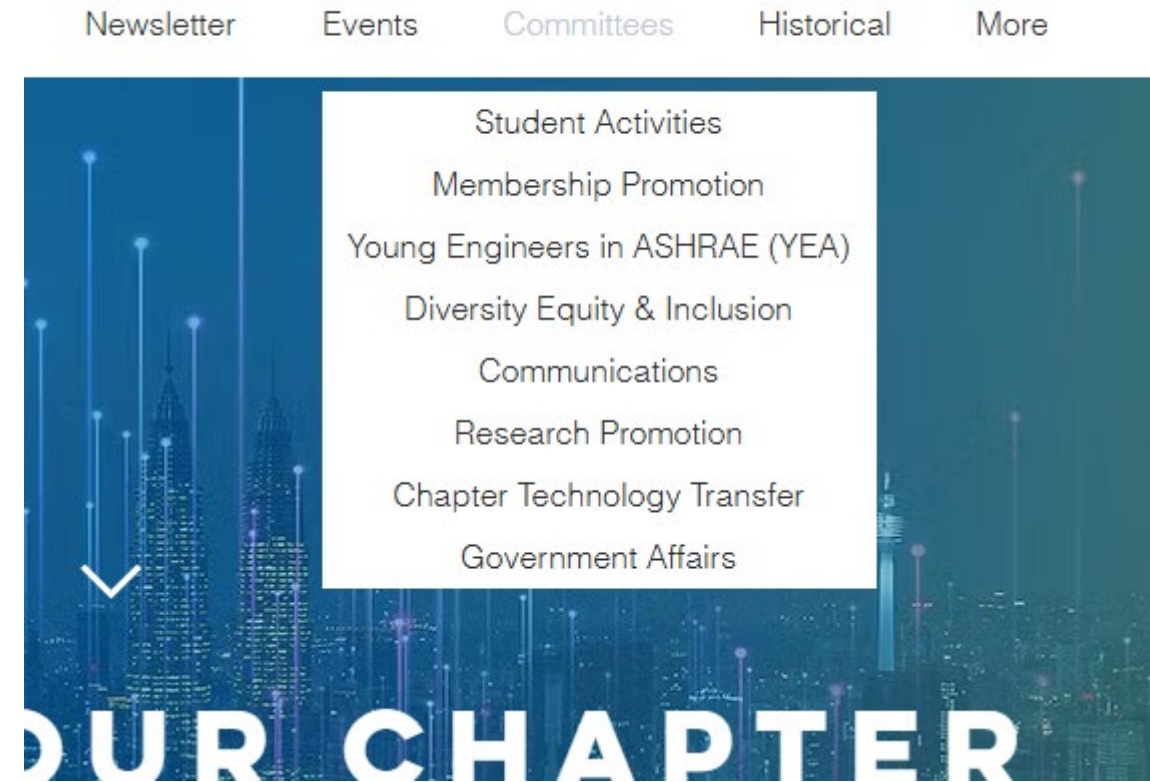
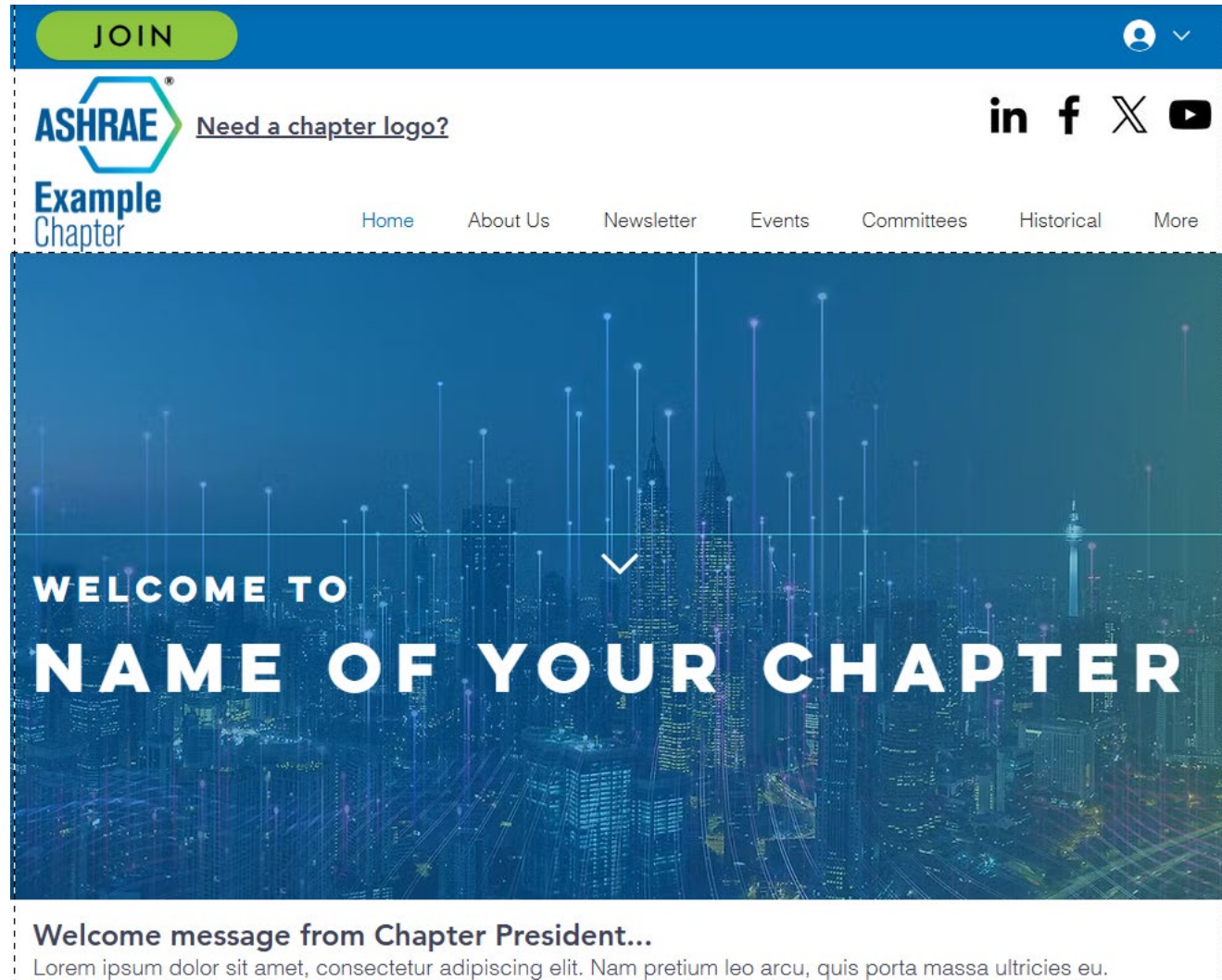
Wix Overview

- Website hosted by Wix on their servers for a yearly fee
- Editing tools are included in plan
- Event registration included in most plans
- Email service available for additional fee

Wix Template



Communications Committee



Wix Template



Communications Committee

JOIN



Example
Chapter

Need a chap

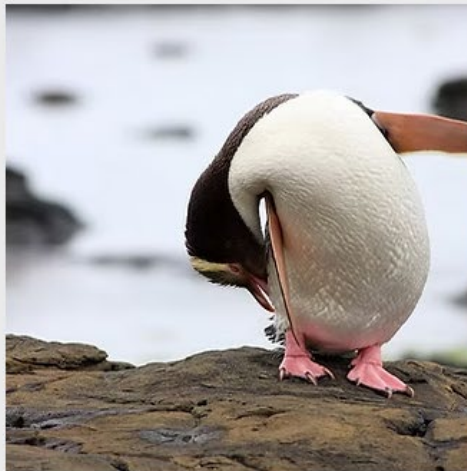
STU



Ut porttitor fringilla arcu sed co
posuere vehicula. Vestibulum t
sed, scelerisque ac est. Intege
pulvinar mi sed varius. Integer
nostra, per inceptos himenaeo
turpis ut tellus.

2025-20

OUR BOARD OF GOVERNORS



King Penguin

President
President@email.com
Bio



Emperor Penguin

Past-President
Past-Pres@email.com
Bio

OF GOVERNORS

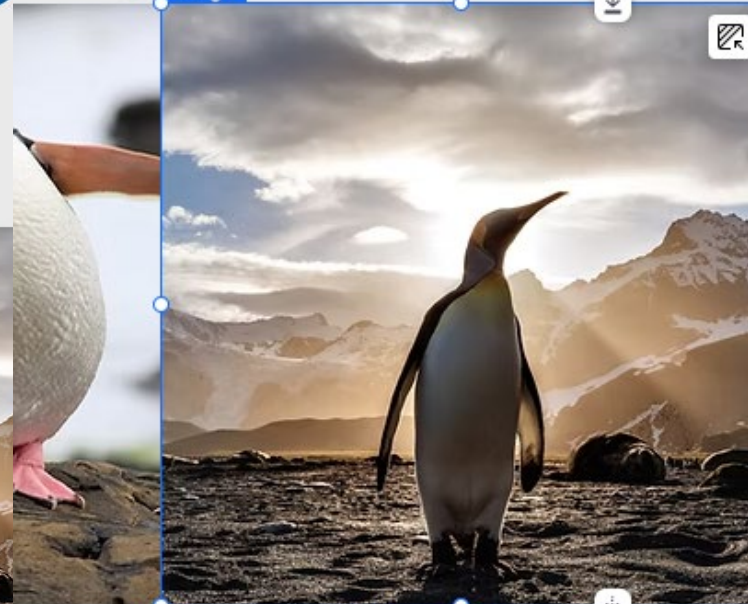


Change Image

Edit Image



Image



Emperor Penguin

Past-President
Past-Pres@email.com
Bio



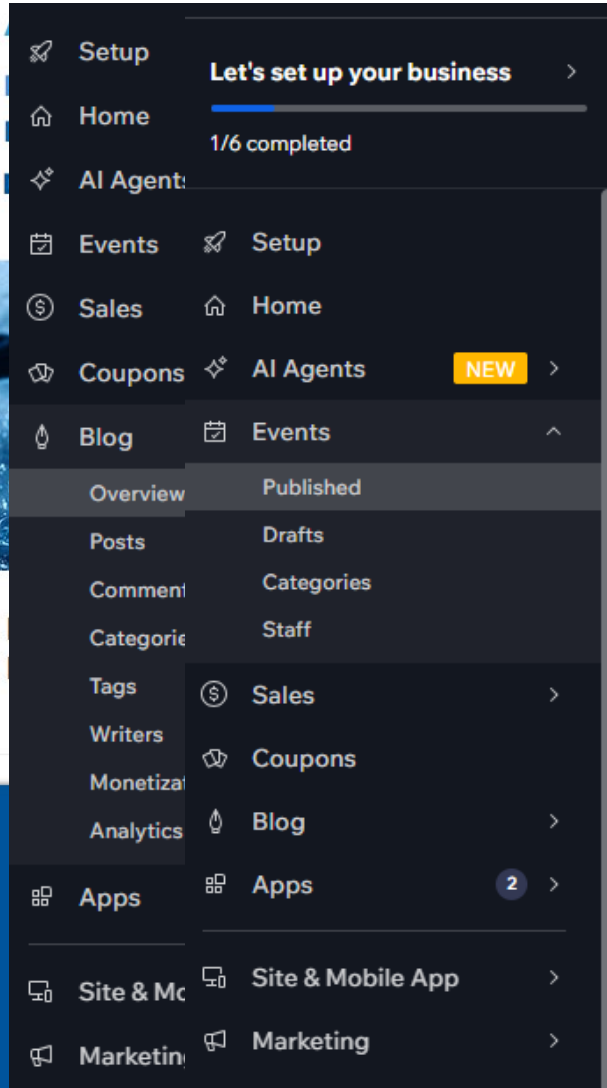
Little Penguin

President-elect
Pres-elect@email.com
Bio

Wix Template



Communications Committee



Published

Customize automated emails

Personalize and brand emails that you send to your event guests.

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Events (0)

Event status: Upcoming ×

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Communications Committee

Stay Tuned for Q&A