



Websites and Email Addresses for Your EA Group

Note as of Feb. 24, 2022: This guide is now slightly outdated, please [view the updated version here](#) on the EA Groups Resource Centre.

CEA can support your group to get a website and custom email addresses for your group at no cost to the organisers. To get a website or email address for your group, work out which of the options below will best suit your group, then contact CEA's Groups team on groups@centreforeffectivealtruism.org.

Should you get a website and custom email?

- Some groups get by using only Social Media, Meetup.com, and a Gmail address for their group, so your group may not need a website or a personalised email address.
- If your group is part of a national group, you could see whether it's possible to have a page on your national group's website, and to have email addresses using the national group's domain.
- By creating a website and email addresses you are committing to keeping your website up to date, checking your email regularly, responding to any messages. Local groups are often the first impression people have with the EA community, so it is important this first impression goes well.
- If there is a point when you no longer wish to update the website or check the email addresses (e.g. the group is dormant), please contact groups@centreforeffectivealtruism.org.

Choose a domain

The first step is to get CEA to register a domain for you (e.g. easomewhere.org, effectivealtruism.<yourcountrycode>). We generally prefer for CEA to own the domain, because this makes it easier to revive the website and email addresses if a group goes dormant and the logins are lost. This happens more often than you'd expect!

1. Work out the domain you want, and go on [Namecheap](#) or [GoDaddy](#) to see if the domain is available and not too expensive. Most domains are <\$20 per year.
2. Then contact CEA's Groups team on groups@centreforeffectivealtruism.org to let us know what domain you'd like.

Email addresses

There are two options for hosting the emails:

1. You can organise hosting your email addresses through [Google Workspace](#), and [apply for funding from CEA to pay for these](#). Google Workspace is free for registered non-profit organisations, but most groups are charged. The charges are per user, so the costs add up if you want many different email addresses.
2. CEA can create multiple email addresses for you using your domain (e.g. [info@easomewhere.org](#), [yourname@easomewhere.org](#), [cityname@easomewhere.org](#)), through the mail server [Migadu](#). Migadu is very low cost, but it isn't set up for bulk emailing (use a service like Mailchimp instead), and some groups have decided to change from Migadu to Google Workspace. It might be good for some groups that are wanting a large number of email addresses, or groups that don't use email much.
You can use your existing email client (e.g. Gmail) to send and receive from these email addresses ([instructions](#)).

Websites

If you'd like to duplicate the [EA Group Website Squarespace Template](#), you can follow [these instructions](#) on how to have us duplicate the website for you, and how you can personalize the template for your group.

If instead you'd like to build a website on your own, then you can follow these steps:

1. Work out what website builder you would like to use, and buy an account. [Apply for a Groups Support Grant](#) from CEA, using the "General Groups Funding" template, to get the money from CEA to pay for this. You may also wish to apply for other group expenses in the same application.

Even if you have web development experience in your group, we recommend groups use website builders that only require a low level of skill to maintain content and security so that the website stays up to date and stable over many years. Some options we recommend are

- a. [Squarespace](#)

- Squarespace is a visual editor (so you can edit the website without knowing any coding) that is very popular with EA Groups. Squarespace has many excellent themes you can pick to select the look of your website. We don't currently have an EA group template. There is a limited ability for users to change the layout and look of the pages after the theme is chosen, so there is less chance that editors mess up the look of the page! So Squarespace pages are a little less flexible, but often look very good on all devices.
- Squarespace's personal plan (currently 12 USD per month when paying for 12 months) may be suitable for simple websites with one or two editors. If you want extra features such as Mailchimp integration,

or have several editors you can choose the business plan (18 USD per month). You can always upgrade if needed. If you are a student, apply for a [subsidised student account](#).

b. [Wix](#)

- Wix is another visual editor, which is probably slightly less popular than Squarespace, and much more modifiable. This means it might be a good choice if you have specific desires for your website and have an eye for design.
- The combo plan (currently 8.50 USD per month) is probably sufficient for most groups

c. [Webflow](#)

- Webflow also has a visual editor so you can edit the website without knowing any coding. You can either build your website from scratch using a standard Webflow template or by modifying this fully customisable [EA group template](#) which CEA's Groups team can send you once you've created a webflow account. Webflow is more flexible than Squarespace, but is harder to use. We recommend only using Webflow if you think Squarespace or Wix won't suit your purpose.
- Choose Webflow's basic account (currently 12 USD per month when paying for 12 months), or a CMS account if you are expecting to host a blog (16 USD per month). If you are a student, apply for a [highly subsidised webflow account](#).

Some groups use Wordpress. Wordpress has more security issues than Webflow, Wix and Squarespace, so we don't recommend it.

2. Then build your website! Tips:

- a. Have a look at other group websites for inspiration. You can find websites from other groups [on the EA Hub](#).
- b. A variety of editable images and logos can be found on the [EA Resource Hub](#).
- c. If your audience are English speakers we recommend you only host a small amount of general information about EA, and about the international EA community. Instead link people to your favourite EA pages. This way you have less information to update and maintain.
- d. If you are translating content into your own language to put on the website, CEA can provide advice and connections to help. Contact groups@centreforeffectivealtruism.org.

3. Once your website is ready:

- a. Contact groups@centreforeffectivealtruism.org to connect your webpage to the domain for your group.