

Oxfam + Drupal = Great

How Drupal Makes Oxfam a Better Organization

Your Presenters



Matt Cheney





Joe Baker



Session Outline

- Drupal For Good
- Anatomy of an NGO
- Oxfam International Website
- Oxfam International Blogs
- Oxfam International Intranet
- Drupal Tricks





Drupal for Good

How a CMS Can Make the World a Better Place

How Drupal Will Save the World

With a concerted push, we could solve these problems once and for all and provide free, easy to understand, userfriendly software to empower anyone, anywhere on the planet, to create the website that they need, to provide the communication that they need, to make their lives better.

This is how Drupal will save the world.

-- Jeff Robbins 20 June 2007



http://www.lullabot.com/articles/how-drupal-will-save-world

There is Something in the Water



- Drupal has a long history of working with non-profits
- Drupal is about sharing & contributing to a common good
- Drupal attracts good people who want to make things better

http://groups.drupal.org/drupal-for-good

Drupal + Non Profits = Great

Community Proven Free Extensible Robust Comprehensive Powerful Magic



Anatomy of an NGO What Makes an NGO Tick





Oxfam

Actually 15+ organizations:



Oxfam Members

Oxfam Hong Kong

Observer members

Oxfam America

Oxfam India

Oxfam Italy

Oxfam Australia

Intermón Oxfam (Spain)

Oxfam Japan

Oxfam-in-Belgium

Oxfam Mexico

Oxfam Ireland

Oxfam Canada

Oxfam New Zealand

Oxfam France

Oxfam Novib (Netherlands)

Oxfam Germany

Oxfam-Québec

Oxfam Great Britain

Oxfam International

Why Oxfam Likes Drupal









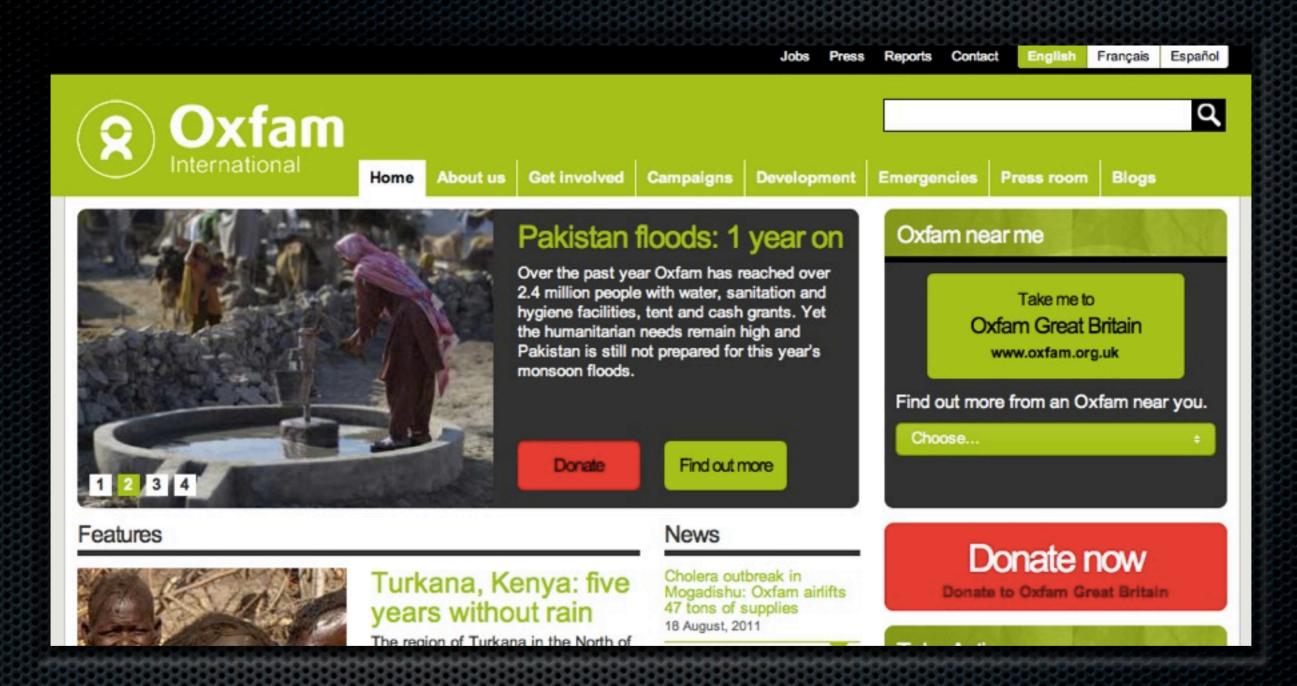






Why Oxfam Likes Drupal





Oxfam International Website www.oxfam.org



Organization frontdoor





Campaigns



GROW

Already a billion of us go to bed hungry every night. Not because there isn't enough, but because of the deep injustice in the way the system works.



Health & Education For All

The world needs six million more welltrained and well-paid teachers, doctors and nurses for poor countries. And to make this happen, the world needs you.

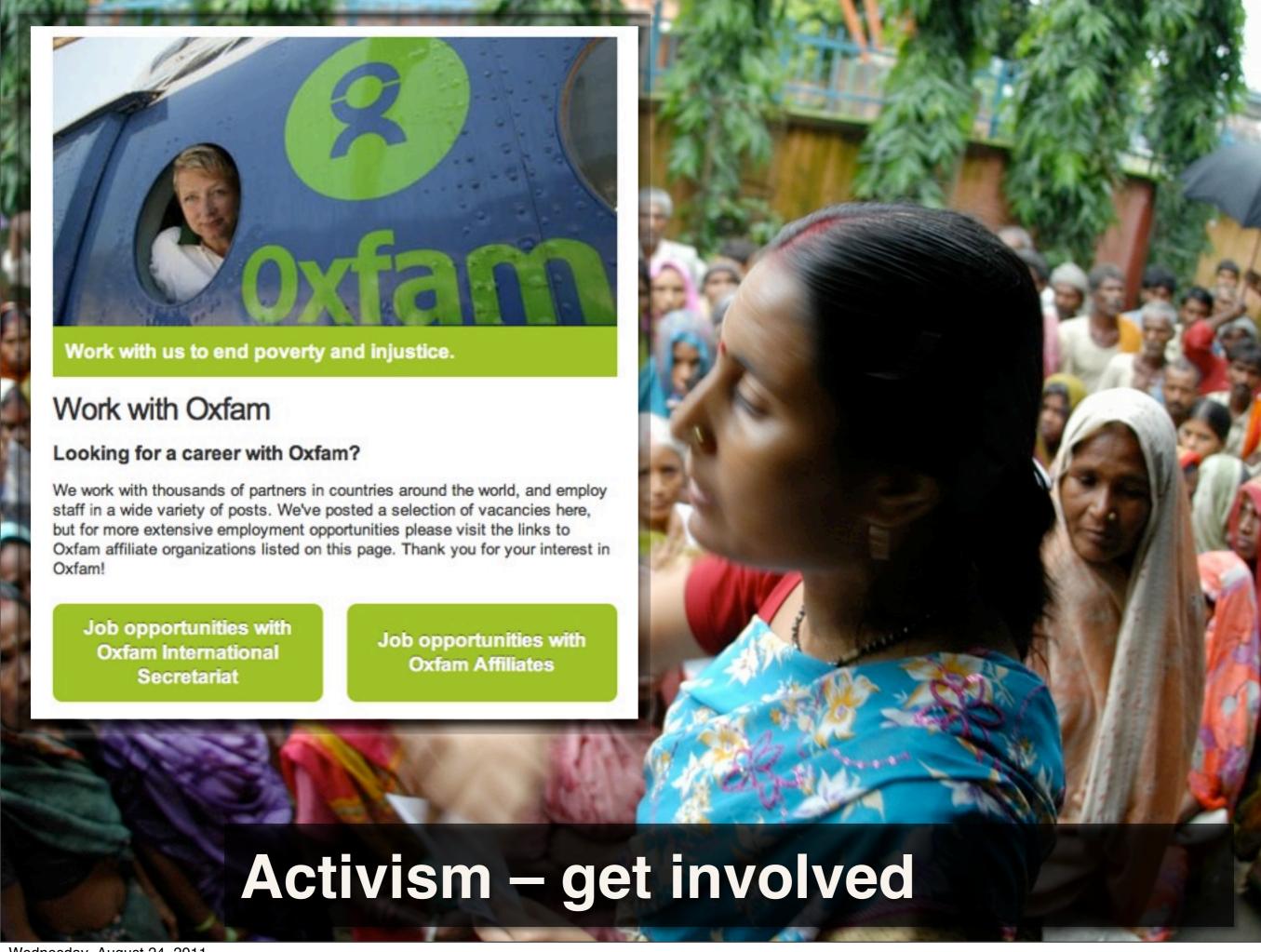


Agriculture campaign

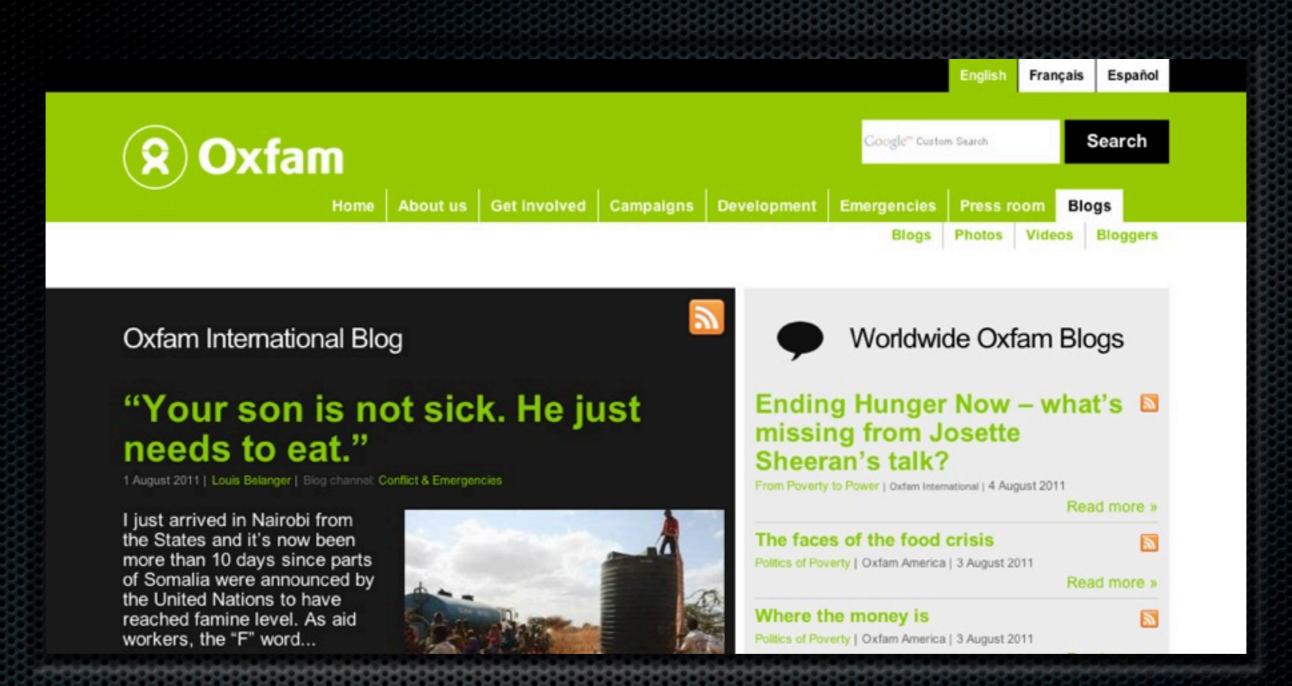
Food prices are rising. Bio-fuel crops are competing for land with food crops. The risk of widespread hunger is increasing across the world. Why is this happening?



Change – campaigns







Oxfam International Blogs blogs.oxfam.org





Added by
Joel M Bassuk
Oxfam International
Digital Comunications Manager

Our bloggers



Abdullah Ampilan Intermón Oxfam (Spain) Public Health Promotion Officer



Adam Berthoud
Oxfam Great Britain
Regional Humanitarian Coordinator



Adam Taylor-Awny
Oxfam Great Britain
Middle East Policy Advisor



Achmed Sadat Afghan blogger



Adam Musgrave
Oxfam International
Health and Education Campaigner

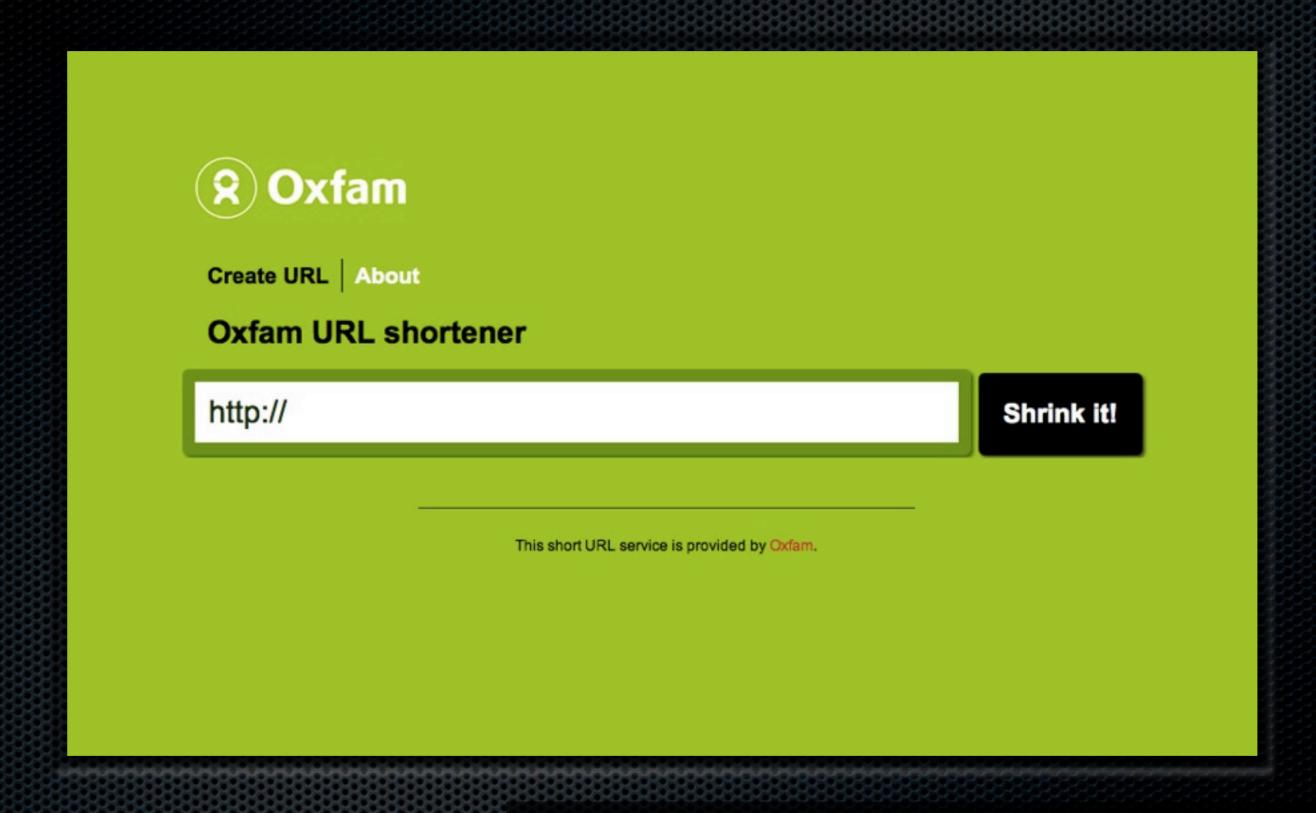


Ainhoa Goma
Oxfam International
Web editor

Voice of the organisation

Permalink: http://oxf.am/4hk

Social web

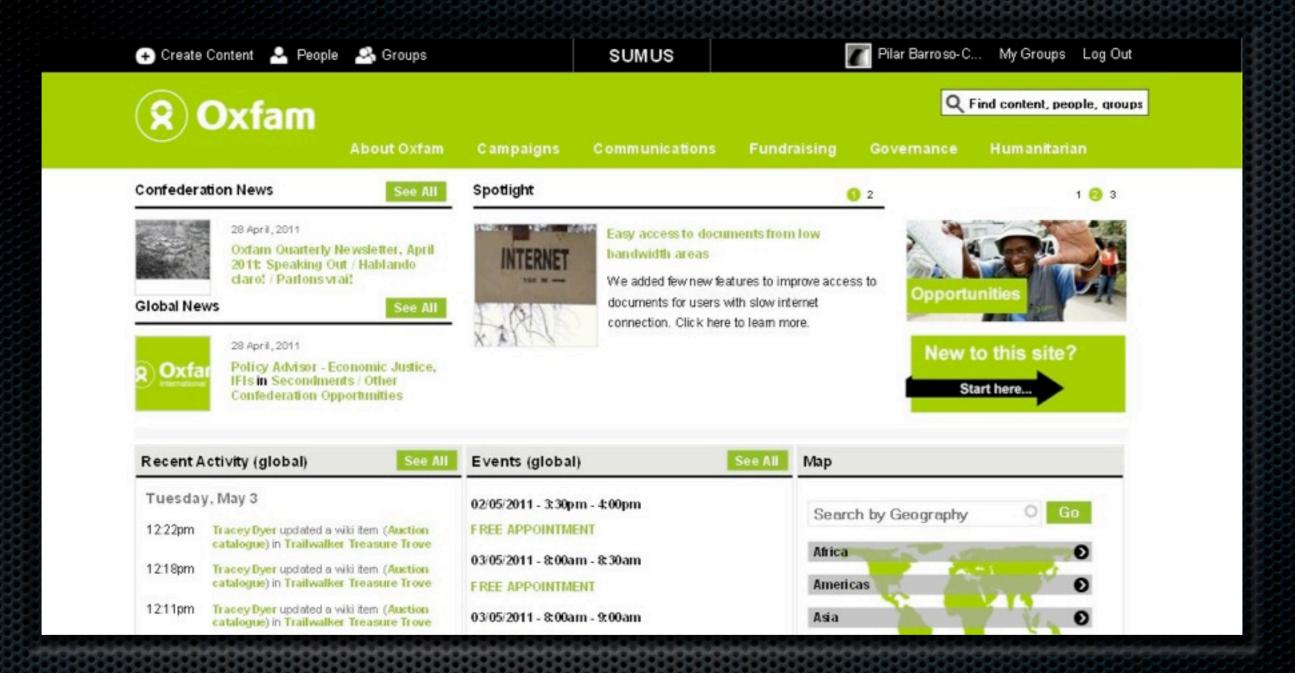


Social web - ShURLy

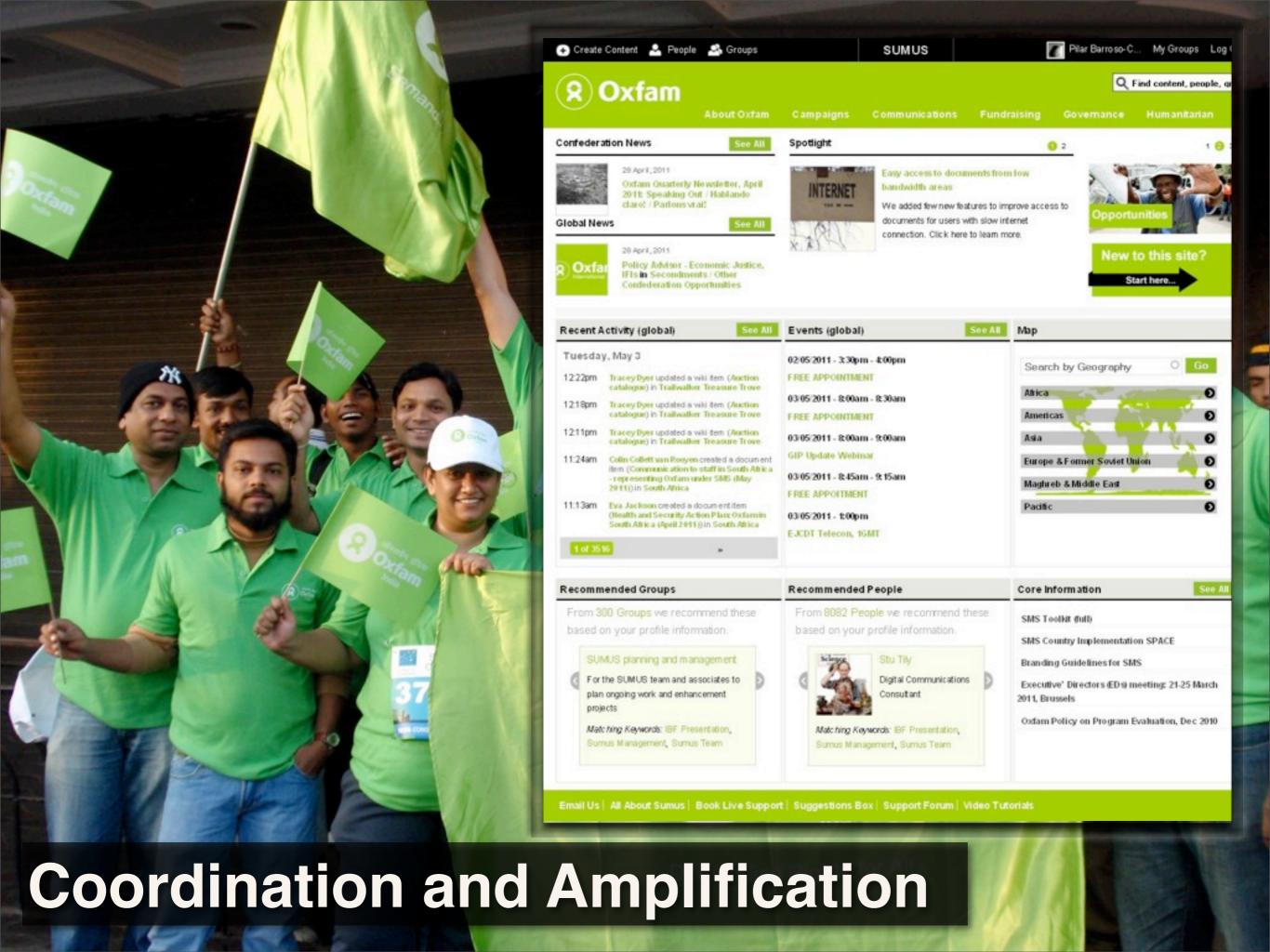


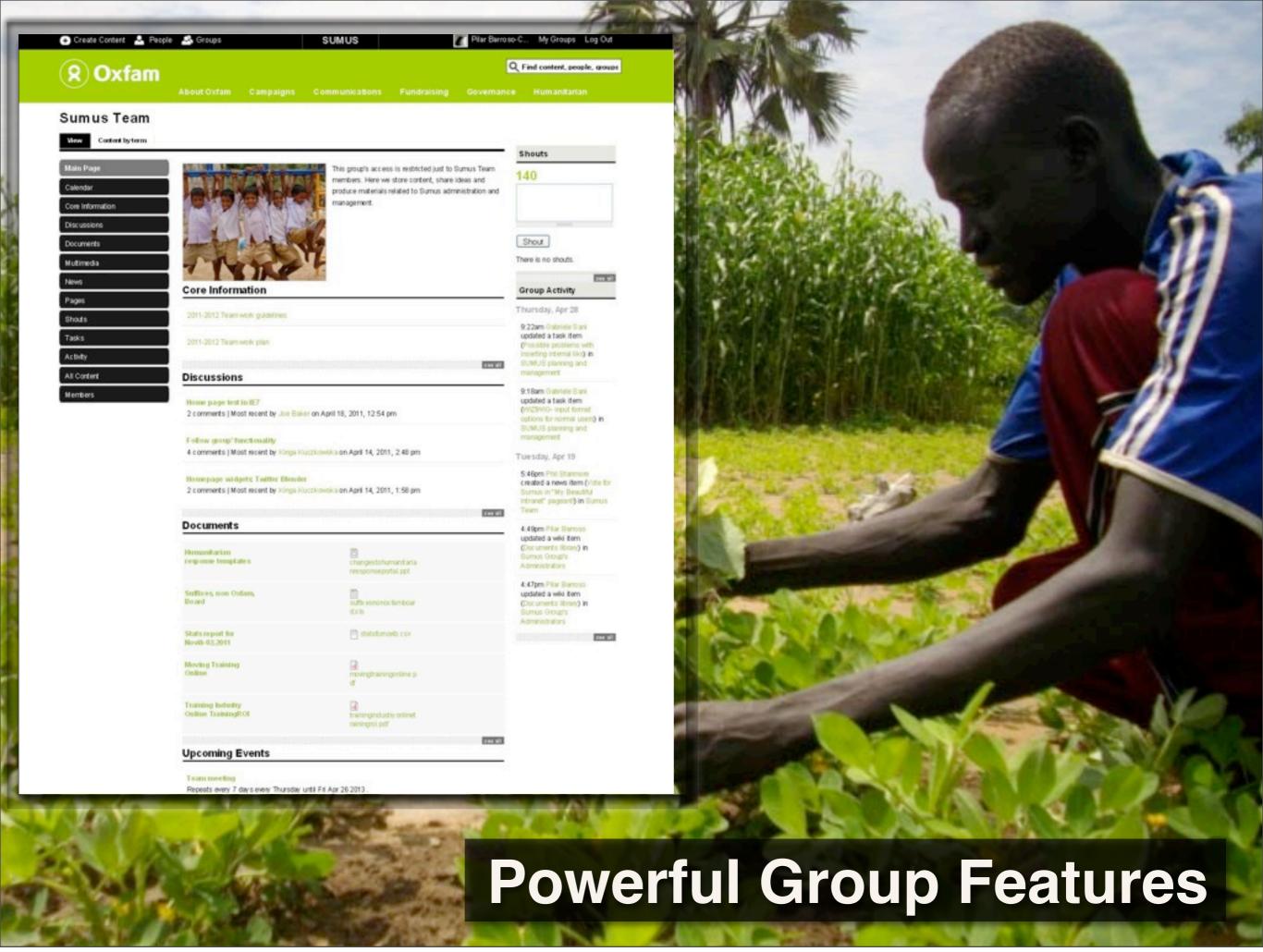
Social web

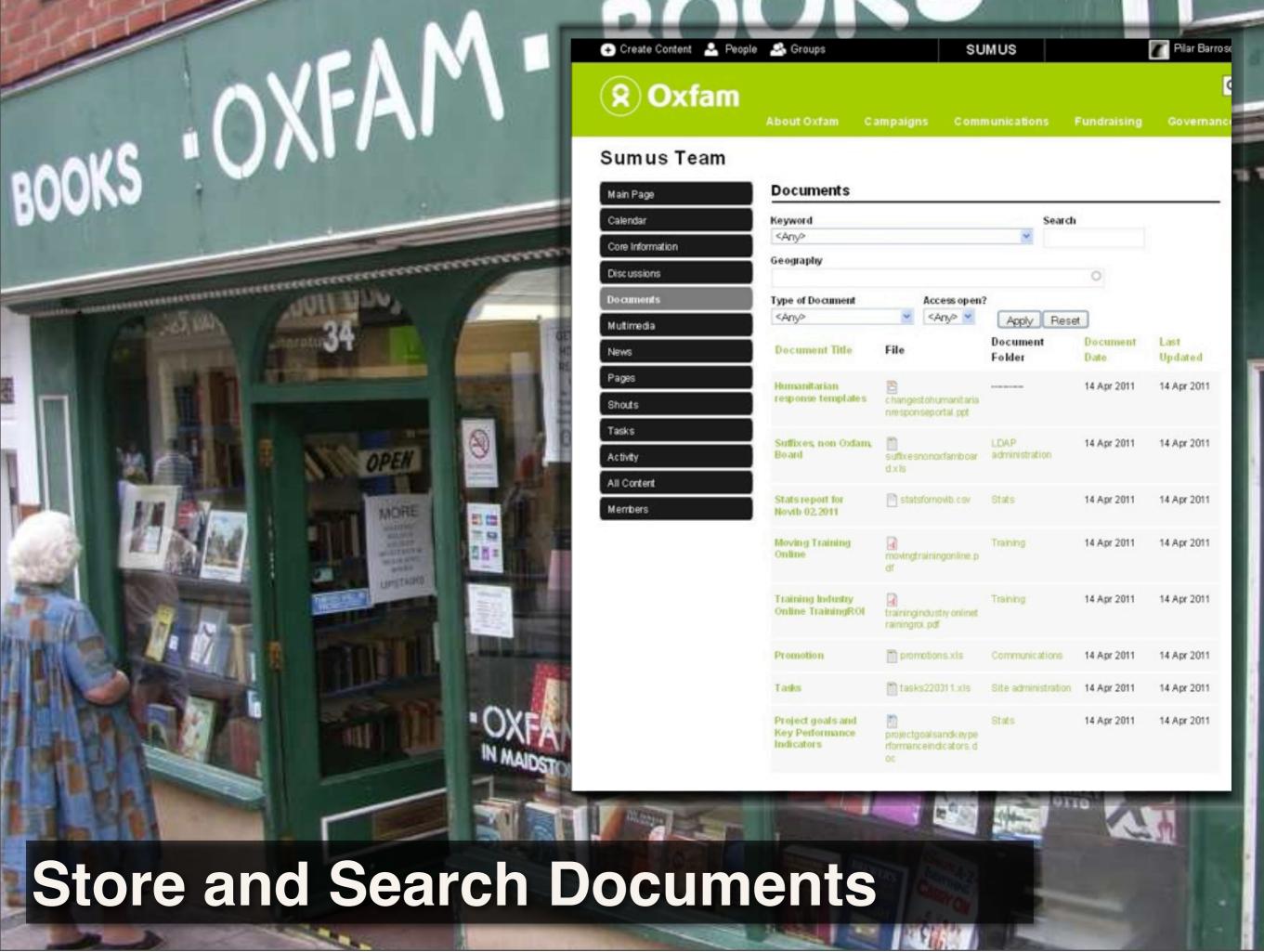


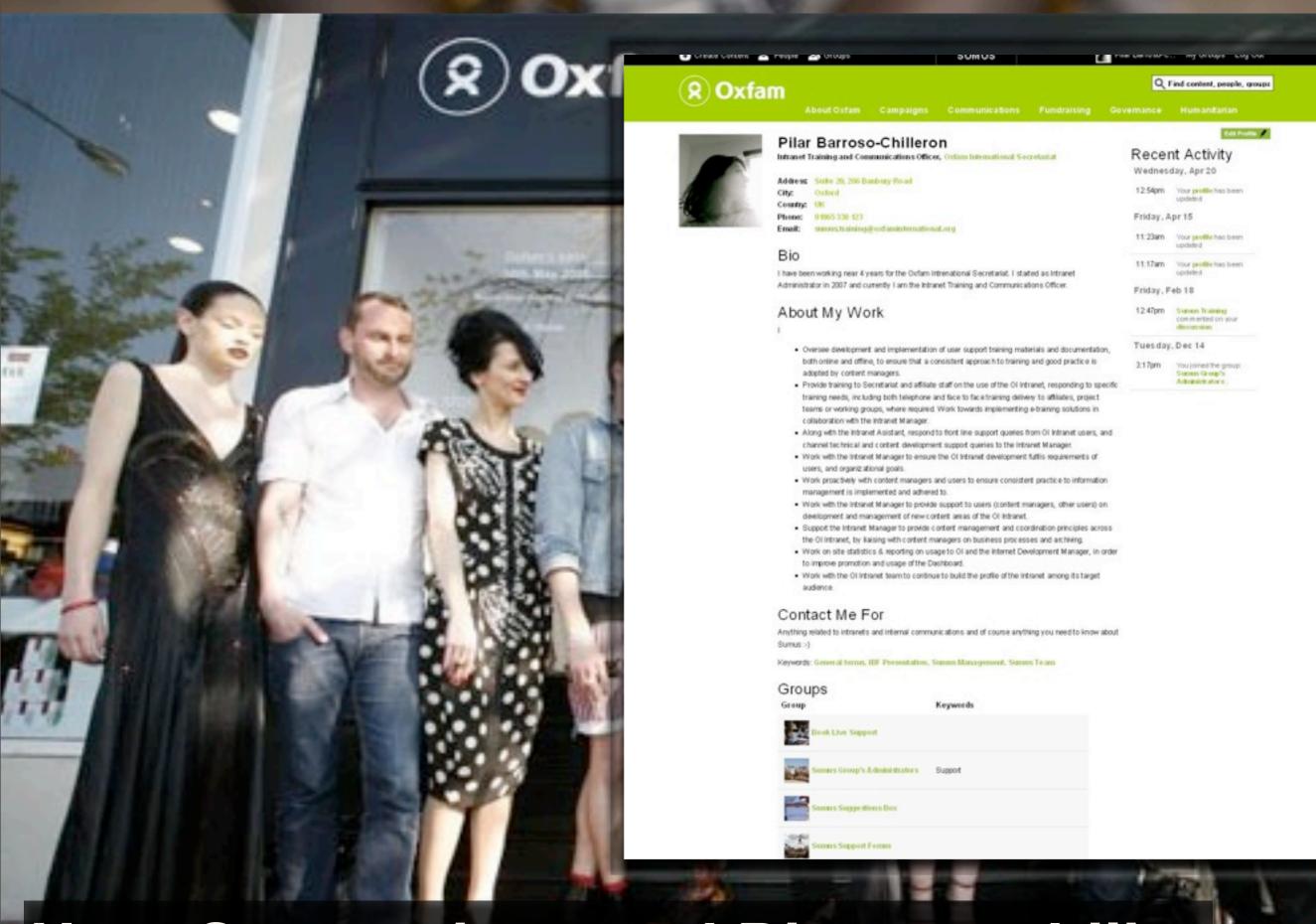


Oxfam International Intranet sumus.oxfam.org









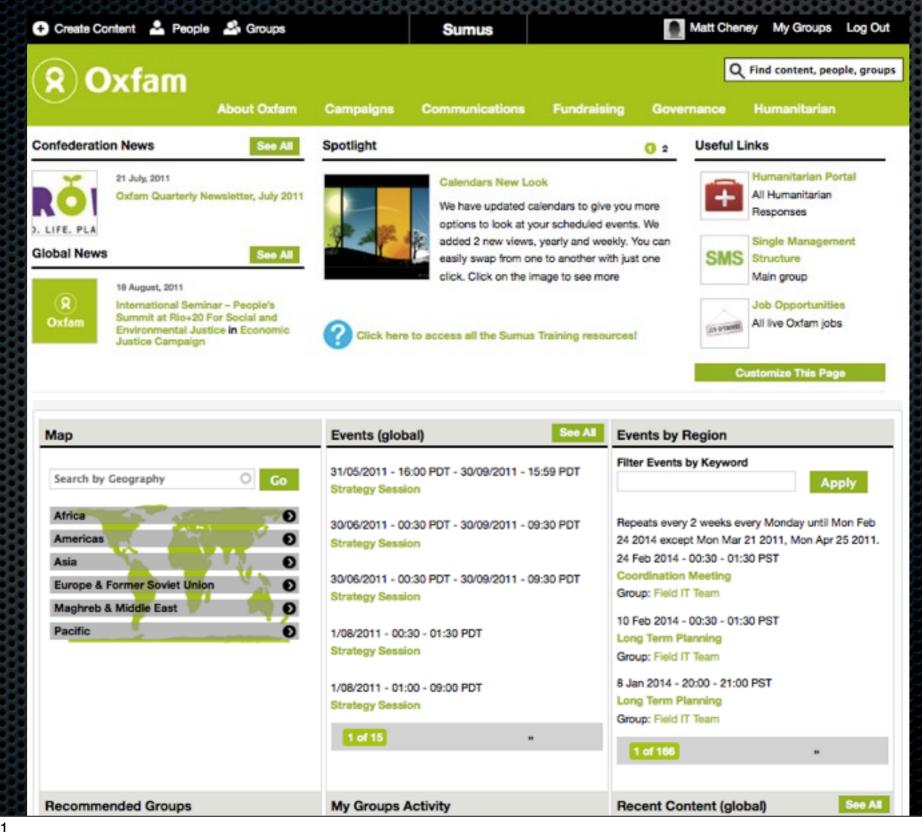
User Connections and Discoverability



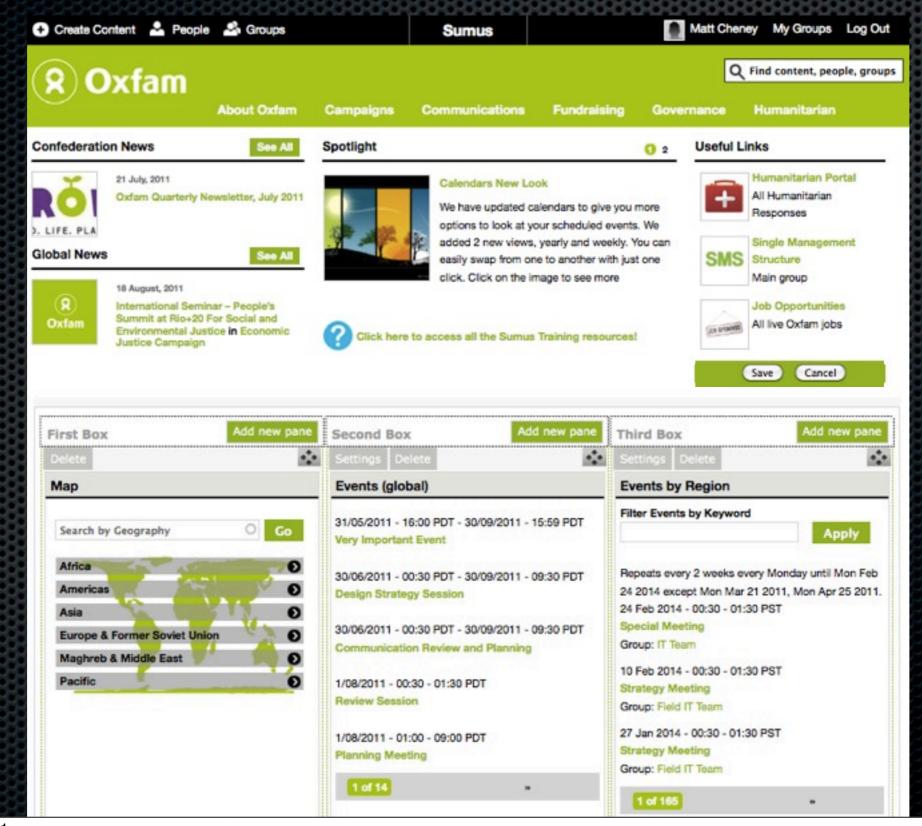
Drupal Tricks

Drupal Magic Used in Oxfam's Drupal Development

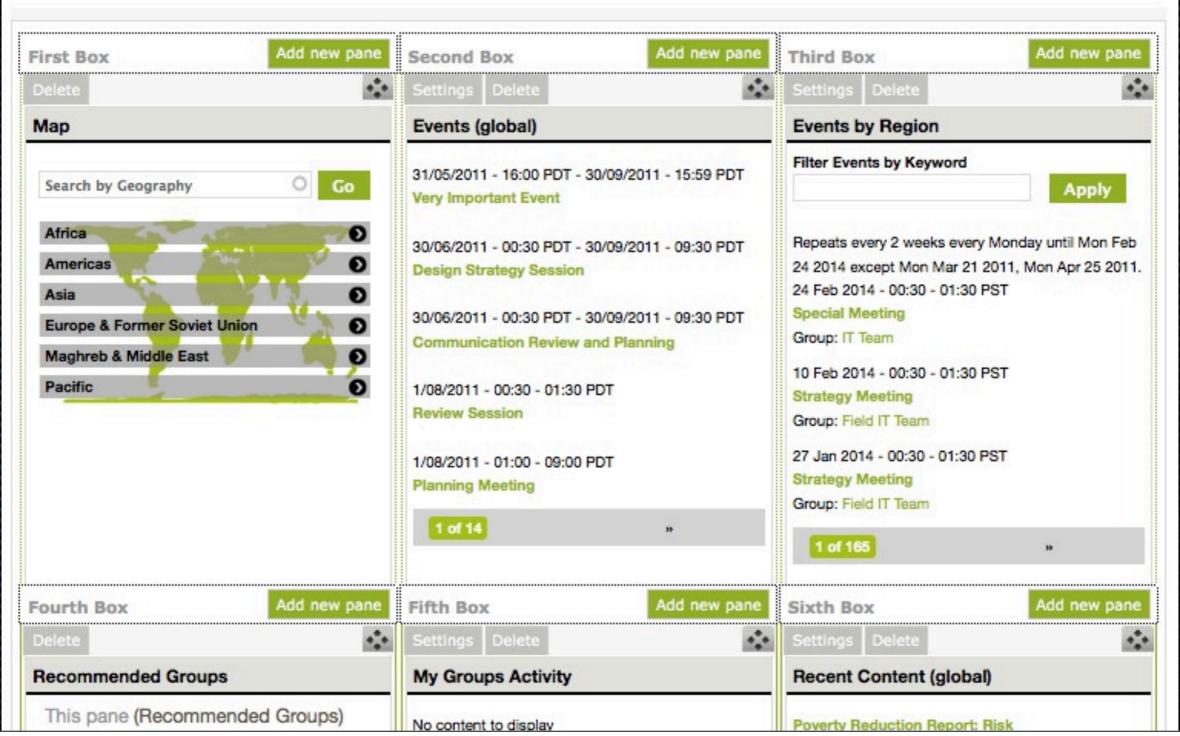
Customizable Homepage: Panels Style



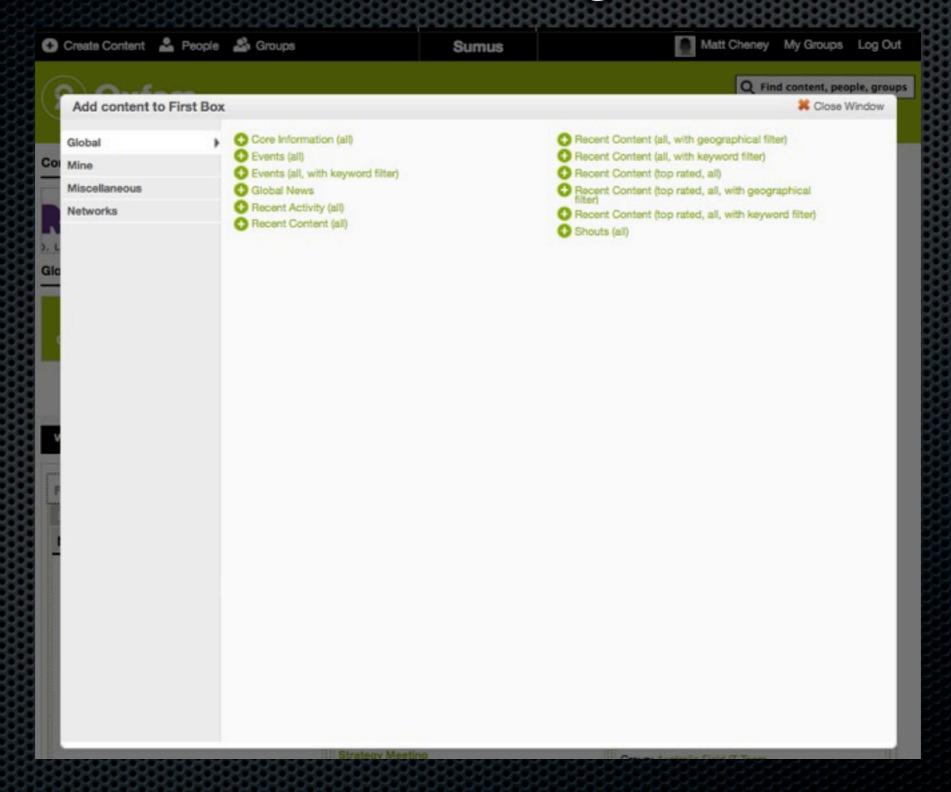
Customizable Homepage: Panels Style



Customizable Homepage: Panels Style



Customizable Homepage: Panels Style



Customizable Homepage: Recipe

- Modules: Panels IPE + Panels Node + Content Profile
- Create a Custom Panel Node:

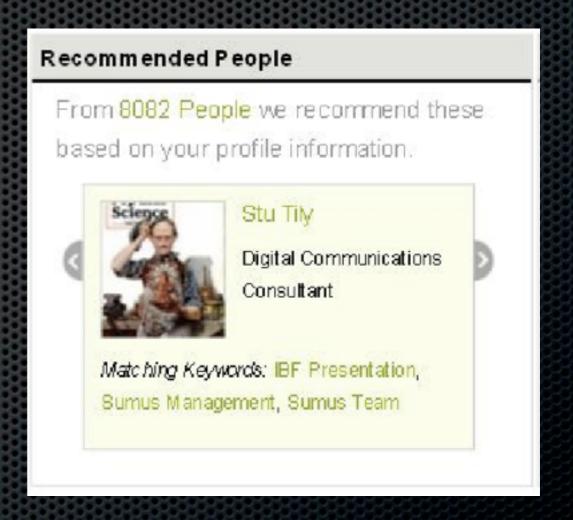
```
drupal_execute('panel_node_form', $form_state,
$dashboard_node);
```

Display a Profile Panel Node:

```
$dashboard = content_profile_load('panel', $user->uid);
print node_view($dashboard, FALSE, TRUE, FALSE);
```

Recommending People or Groups

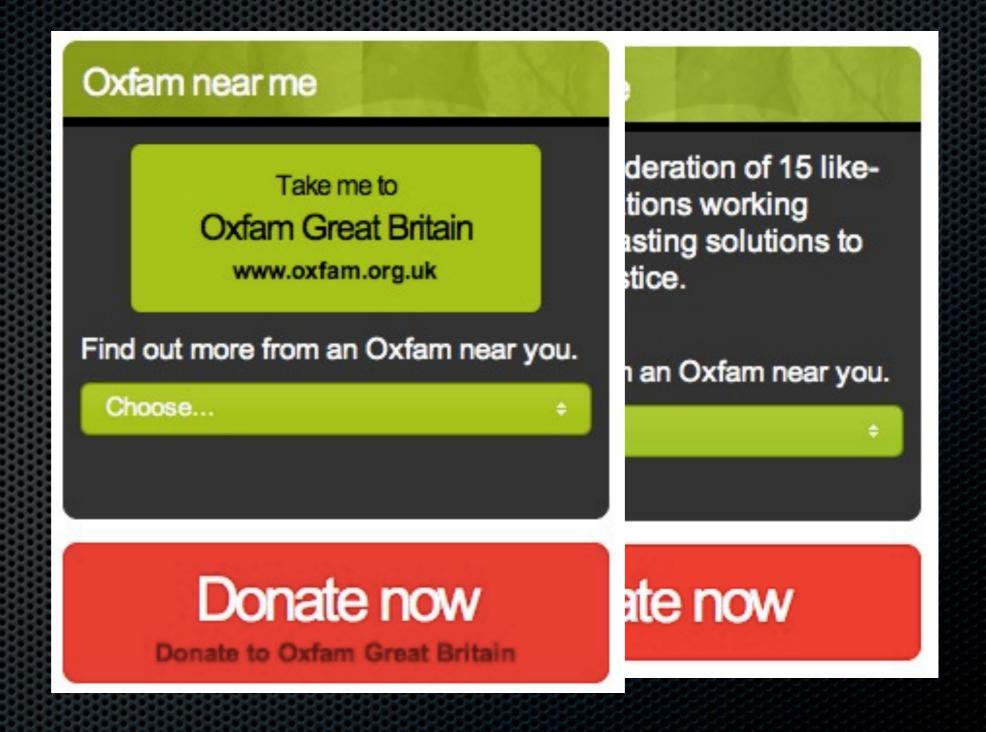




Recommending People or Groups: Recipe

- Modules: Taxonomy + Views Modules
- Taxonomy: Categorize Each User/Group
- How To Recommend Users/Groups:
 - Create a View that Shows a User or Group
 - Use a Views Argument for the Category Taxonomy
 - Display Result

Geographically Aware Content



Geographically Aware Content: Recipe

- Modules: Cache Module
- Data: IP to Country Data from MaxMind.com
- Settings: List of Target Countries in Settings.php
- Custom Code: _geoip_cache_prepare_key()

Content: Display Content Appropriate for Cache Key



FOOD. LIFE. PLANET.

www.oxfam.org/en/grow



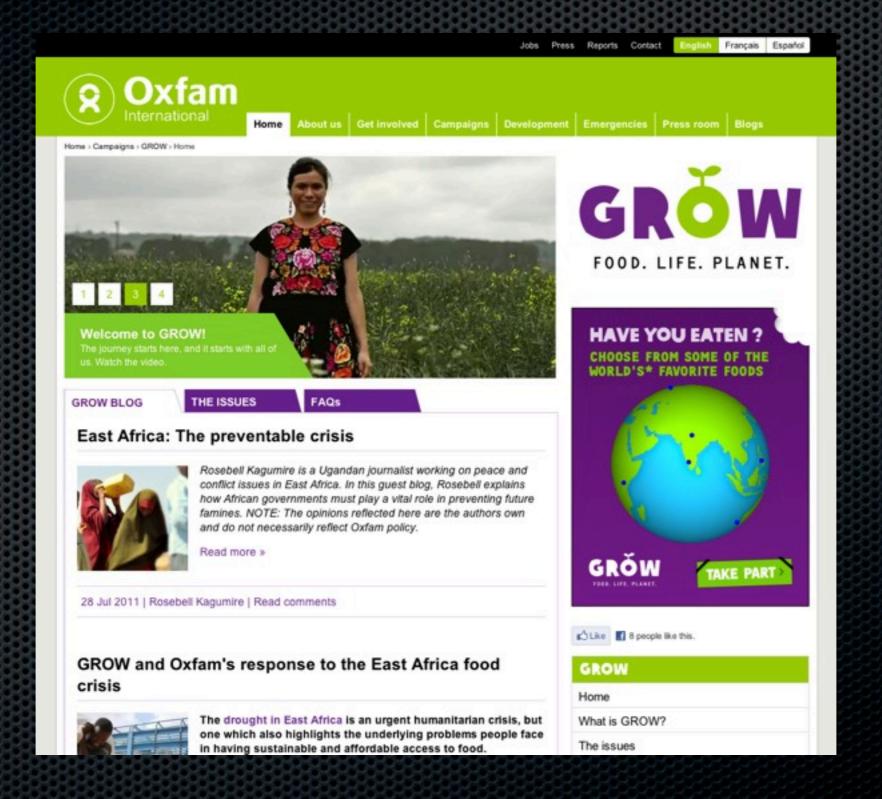
ALIMENTOS. VIDA. PLANETA.

www.oxfam.org/es/crece

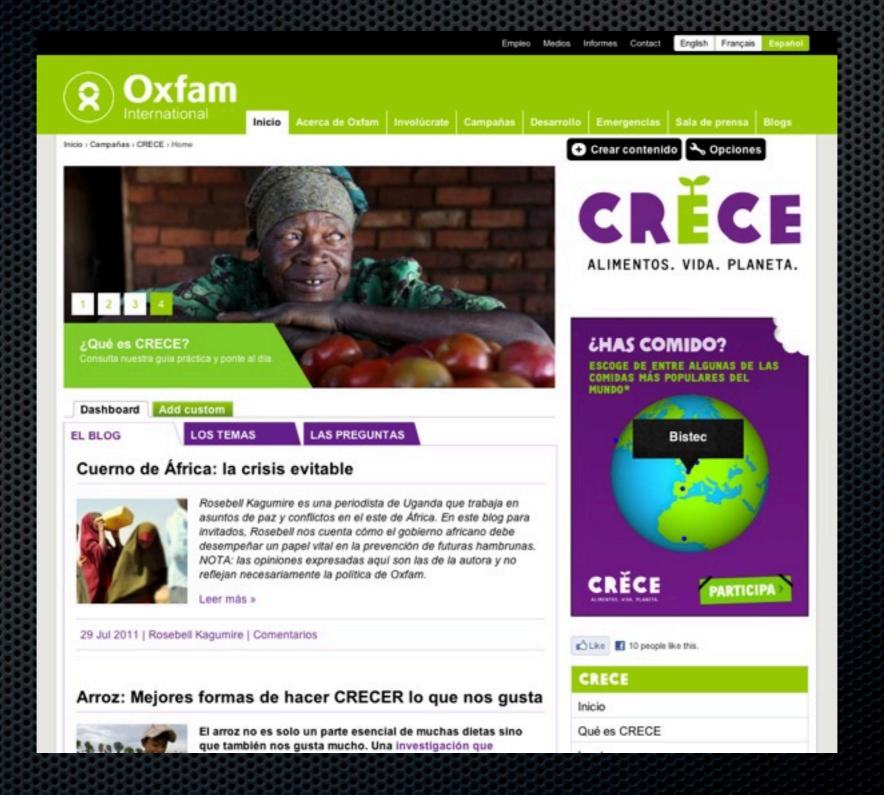
CULTIVÓNS

LA TERRE. LA VIE. LE MONDE.

www.oxfam.org/fr/cultivons







Language Aware Content: Recipe

- Modules: Spaces, PURL, Features, Taxonomy, and Localization Modules
- Taxonomy: Spaces taxonomy, per language terms; set
 URL path per term
- Space configuration: Space logo, turn Features on/off
- Styling: custom module to detect active space and add CSS, JavaScript, theme preprocess functions etc.



Questions?