



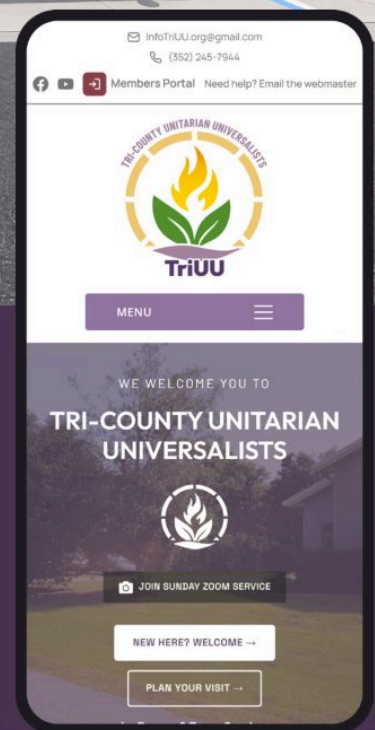
The TriUU building, Summerfield. Photograph by Ken Pond

CASE STUDY · TRIUU.ORG

DEEDS, NOT CREEDS

A hand-built WordPress website for Tri-County Unitarian Universalists, a congregation in Summerfield, Florida. Designed, developed and launched by Ken Pond in April 2026.

KEN POND · KEN POND CREATIVE





From the About page of triuu.org

WHO TRIUU IS

A HOUSE WITHOUT WALLS

Tri-County Unitarian Universalists, TriUU for short, is a liberal religious congregation in Summerfield, Florida, formed in 1982. Its website puts the faith in one line: Unitarian Universalism truly welcomes people, no matter who they are or what religious or non-religious beliefs they hold.

There is no creed to sign. Unitarian Universalists are bound by principles rather than beliefs: the worth and dignity of every person, a free and responsible search for truth and meaning, justice and compassion in human relations, the democratic process, and respect for the interdependent web of all existence.

So the room holds a wide spread of people. TriUUers come from Christian and Jewish backgrounds, from Buddhism, Humanism and Paganism, from agnosticism and atheism, and they worship side by side. TriUU is an LGBTQ Welcoming Congregation and calls itself committed to **deeds, not creeds**, with a long record of social justice work.

Membership stands at around one hundred, plus many who take part without joining, drawn from full-time and seasonal residents of one of the most concentrated retirement areas in the country. Services are on Sundays at 9:00 AM, in person in the Chalice Room and on Zoom.

“Come visit with an open or a skeptical mind, with a bruised or a joyful heart, because you will indeed be welcomed.”

TRIUU.ORG, ABOUT TRIUU

LEAVING WIX

For years TriUU's website lived on Wix, on an account a volunteer paid for and managed. The congregation wanted more from its site than a brochure, and it wanted to run the site itself.

The requirements came from the people who would use it. Between 17 February and 2 March 2026 Ken met the communications team, then two volunteers separately: one for a page-by-page walkthrough, one for a long session on how calendar requests really arrive. Three meetings became one launch list.

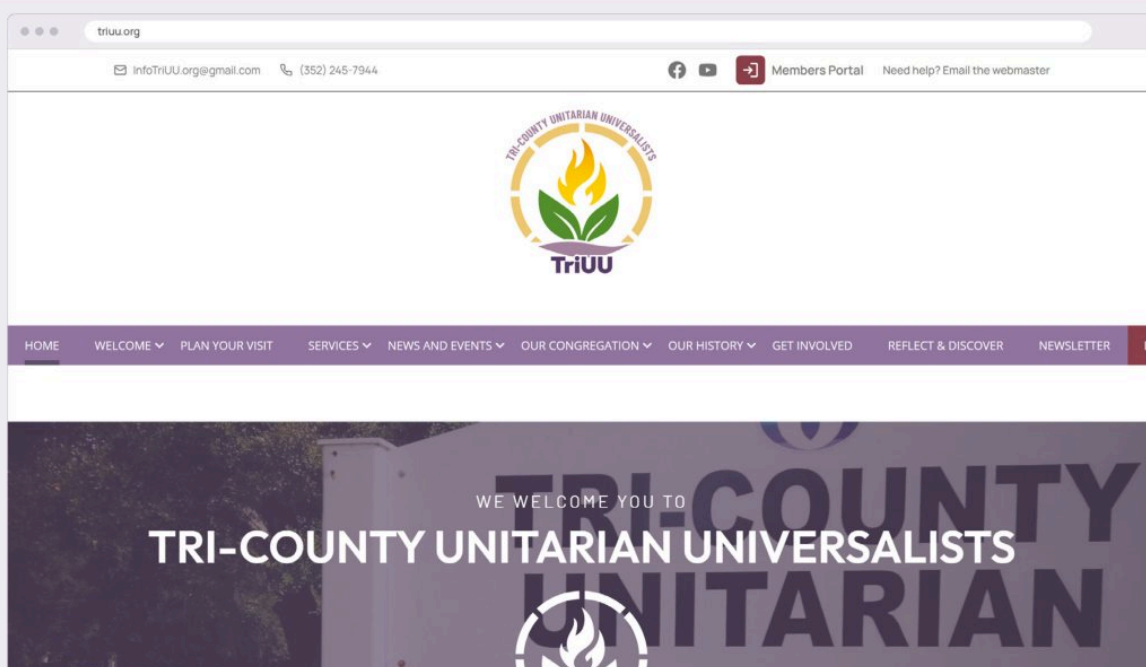
The list was specific. Split the calendar into public and internal events, so committee meetings stop appearing to strangers. Rebuild the calendar request form. Give members one private place to log in, a Members Portal, for messages, the bylaws and the team roster. Record a login tutorial, because logging in was where people got stuck.

Ken unveiled the new site in person at the TriUU Forum on 9 April 2026, with a live tour, a step-by-step login

tutorial and a celebration reception. On 17 April the triuu.org address itself moved off Wix to the new server, behind Cloudflare, and the old site was left behind.

“Wix makes it almost impossible to make a site your own. Building it by hand let me control every part of the interface, and give it one consistent voice that speaks for the congregation, and to anyone thinking of joining.”

KEN POND



The new home page at triuu.org, September 2026

HOW IT WAS BUILT

BUILT BY HAND

There is no page builder under triuu.org. Ken wrote a custom WordPress theme, called simply triuu, as templates and hand-written CSS, and built the larger features as nineteen plugins of his own: the events and calendar managers, the request forms, member messaging, the operations manual and more.

He began from what the congregation already said about itself. The work started in early 2025 on a local development server, shared with the team through ngrok, and a first phase wrapped in June 2025. In December 2025 the old Wix site's text and images were captured as a record, then rebuilt page by page into one system.

One system, written down

The rules live in a written standard. Headings are Outfit, the extra-light weight in capitals for page titles; body copy is Manrope; buttons and badges are Space Grotesk; captions are Lora italic. Deep purple is the primary accent, burgundy marks kickers and link hovers, gold carries borders and highlights.

The CSS keeps its own discipline: explicit hex values, every selector scoped to its component, no inline styles, and three standard breakpoints, built desk-top-first, for tablets, phones and small phones.

One change at a time

On a live site the method matters as much as the code. Each production change starts with a timestamped backup, is made as the smallest edit that does the job, and is checked on the rendered page before the next one begins.

THE PALETTE · FROM THE SITE'S OWN STANDARD



THE TYPE · ONE ROLE PER FACE

OUR HISTORY

OUTFIT 200, CAPITALS · PAGE TITLES

Welcome to our congregation

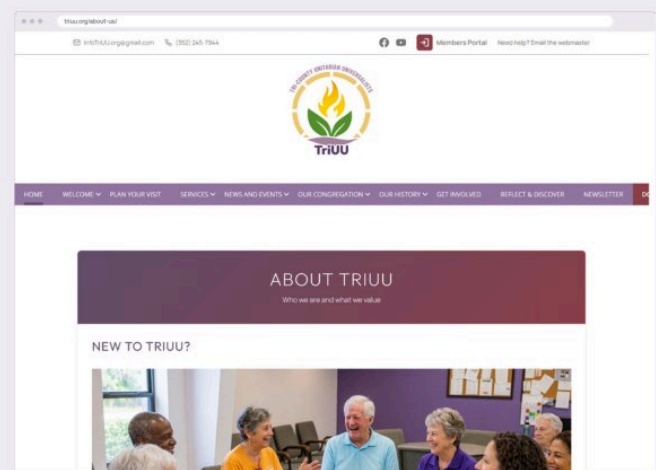
OUTFIT 500 · SECTION HEADS

Tri-County Unitarian Universalists welcomes all people regardless of race, color, gender, sexual orientation, gender identity, age, physical ability, or national origin.

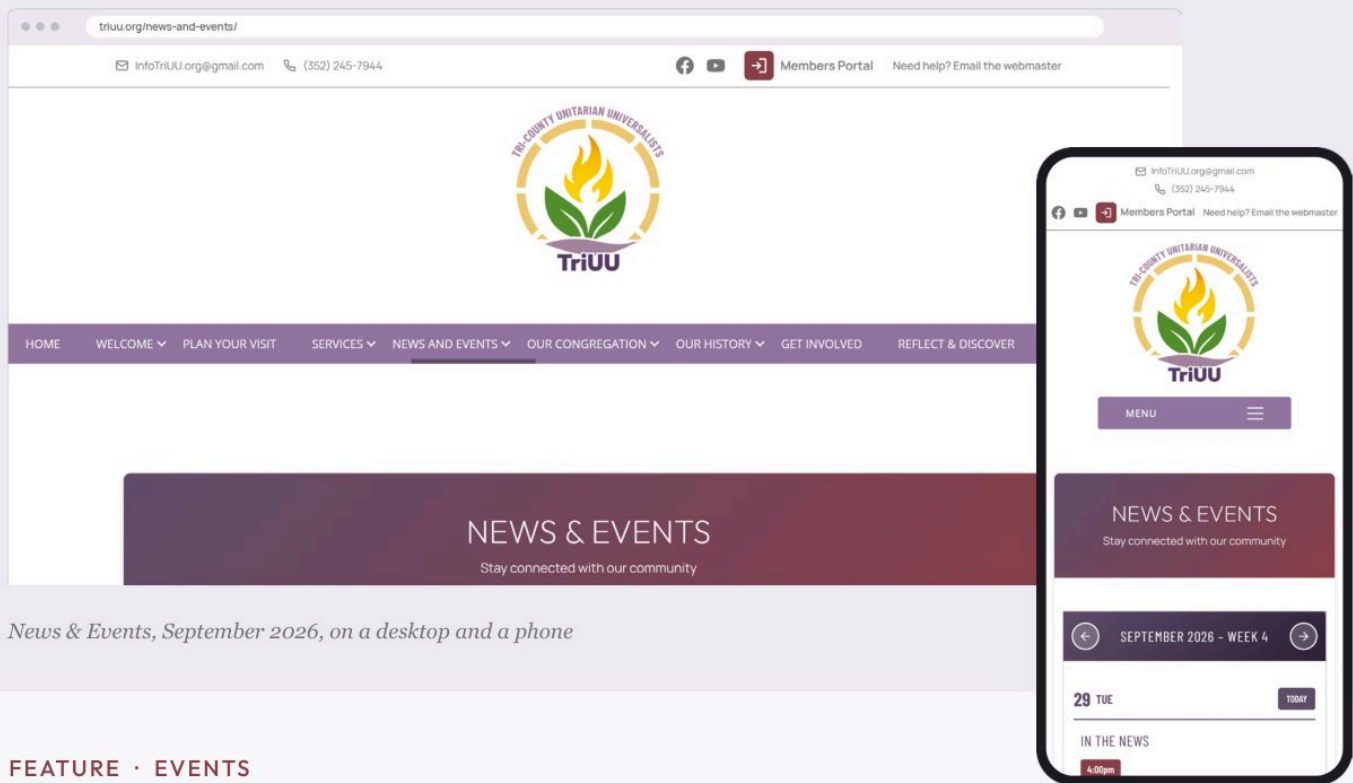
MANROPE 400 · BODY COPY

Our current home in Summerfield, Florida, opened June 2008

LORA ITALIC ON THE SITE (GEORGIA ITALIC HERE) · CAPTIONS



About TriUU, built from the same parts



News & Events, September 2026, on a desktop and a phone

FEATURE · EVENTS

THE CALENDAR IS THE SOURCE

Nobody enters an event twice. The calendar on triuu.org reads the congregation's own Google Calendar, live.

The News & Events calendar, its pop-ups and each event's own page all draw on Google Calendar through a read-only service account. WordPress adds an optional layer on top, a fuller description or an image, but Google stays the source. When a volunteer fixes a typo in the church calendar, the fix is public the moment it is saved.

Recurring events carry a hazard. Give one month's forum its topic in Google Calendar, choose **All events** instead of **This event**, and that topic is stamped across every future date. After exactly that happened in August 2026, Ken added a watchdog: a small plugin that compares each calendar sync with the last and emails an alert when several future dates of one series suddenly share a new description.

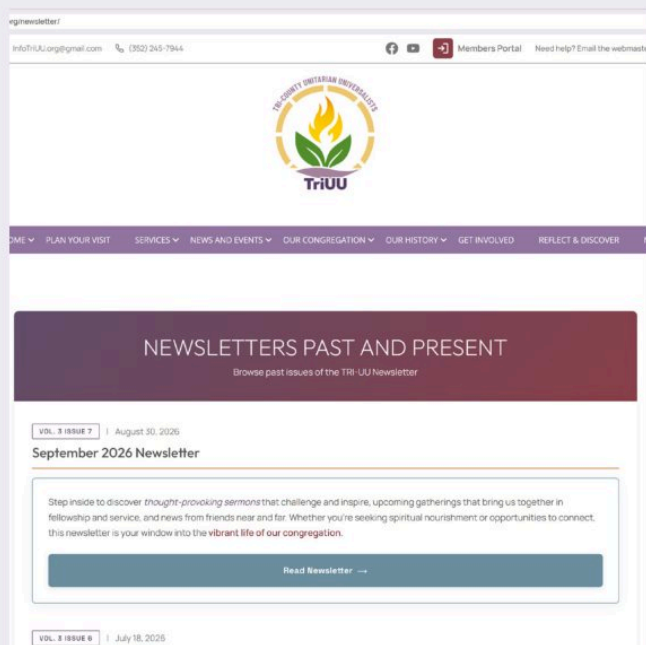
Asking for a date

Members request a room or a listing through a calendar request form, rebuilt from that long session with the calendar volunteer: rooms as checkboxes, times held to sensible hours, a check that nothing ends before it starts, a public-or-internal choice, and a review step before anything is sent.

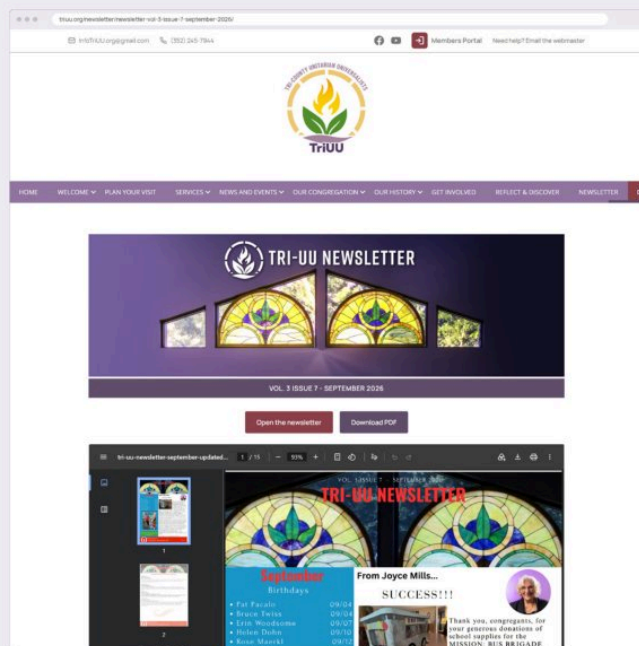
“The part I like most was the hardest to build: News & Events, an interactive calendar with the upcoming events laid out by week.”

KEN POND

READ IT HERE



The newsletter archive



An issue page, with the PDF embedded in place

The newsletter

Every issue of the TriUU newsletter has its own page, listed by volume and issue in an archive. The issue page shows the newsletter itself, the PDF embedded in a viewer on the page, with a download link beside it, so it can be read on the site, saved or printed.

Getting there took a detour. Ken first built a tool to convert each PDF issue into web pages; after trying it every way, he ruled it unmanageable and kept the embedded PDF, which shows readers the newsletter exactly as its editors laid it out.

The Book Club

The TriUU Book Club has a section of its own, detailed enough that the aim is plain: make people want to read the featured book, then talk about it with other members.

The sermons

The sermon list shows what is coming: the date, the speaker, the title and a short description for each Sunday. Past sermons stay, month by month, back to July 2024.

Volunteers keep it current themselves in a sermon manager, with a short how-to video Ken recorded for them.

“Explore our collection of sermons from Sunday services.”

TRIUU.ORG, SERMONS



The stained glass windows in the Sanctuary, from the Our History page

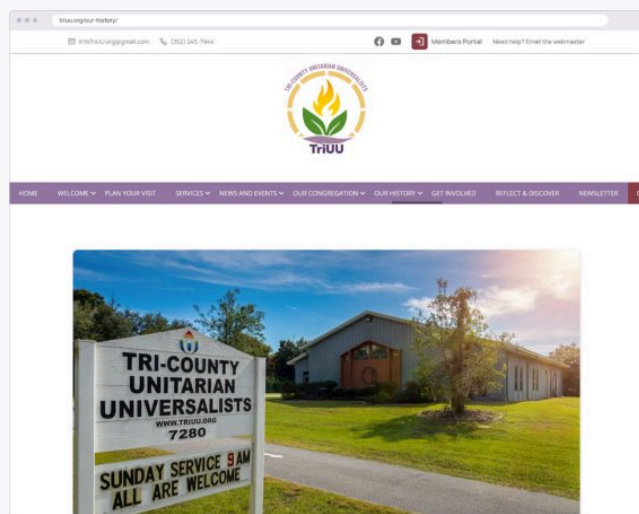
FEATURE · HISTORY

GETTING THE STORY RIGHT

TriUU's story runs from a great-books discussion group in the 1970s, through four meeting places in two years and a first building paid for partly with coffee and donuts sold at I-75 rest stops, to the Summerfield home that opened in June 2008. The Our History page tells it in chapters that open in place, and the founder, Felix Hirsch, has a page of his own.

Ken treated it as a record, not as copy. Claims are traced to the congregation's written history or to a phone interview with its historian, Joyce Mills, and in August 2026 both pages were checked line by line, corrected in five places and signed off.

Where nothing could be proved, the page now says less. A lodge address that no source supported was taken down rather than repaired by guesswork.



Our History: each chapter opens in place

“From a handful of seekers meeting in living rooms to a thriving multiplatform congregation, this is our story.”

TRIIU.ORG, OUR HISTORY

BEFORE SUNDAY

A newcomer's questions are simple: when, where, what happens, what to wear. The Plan Your Visit page answers them in that order.

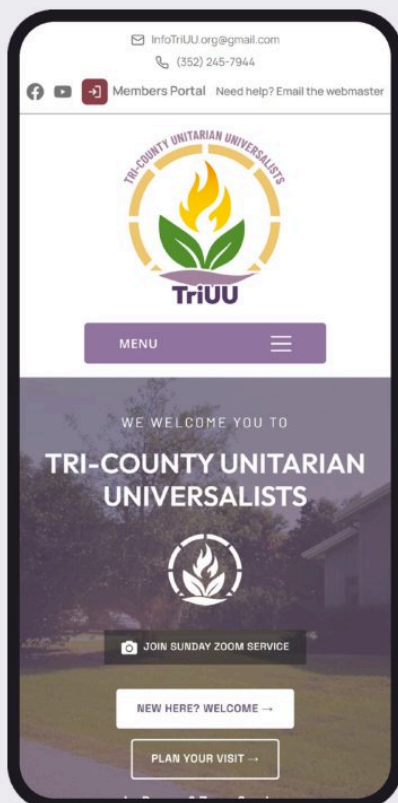
It gives the time and the room, then the shape of a typical service: music, the chalice lighting, joys and concerns, a 15- to 20-minute message. Then the practical details, from casual dress to children in the service to accessibility needs. Last, a short optional form: first name, email, when you plan to come. Fill it in and a personal welcome email arrives before Sunday.

Every page holds up at phone width. The navigation folds into a single menu button, the contact line, the Members Portal link and webmaster help stay at the

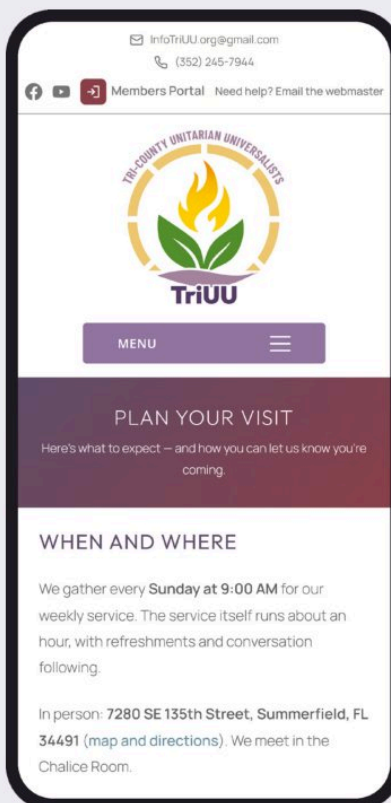
top, and banners, cards and the calendar restack for a narrow screen.

“I wanted to capture the spirit of the congregation: who they are, what they hold to be important, and a real taste of their personality.”

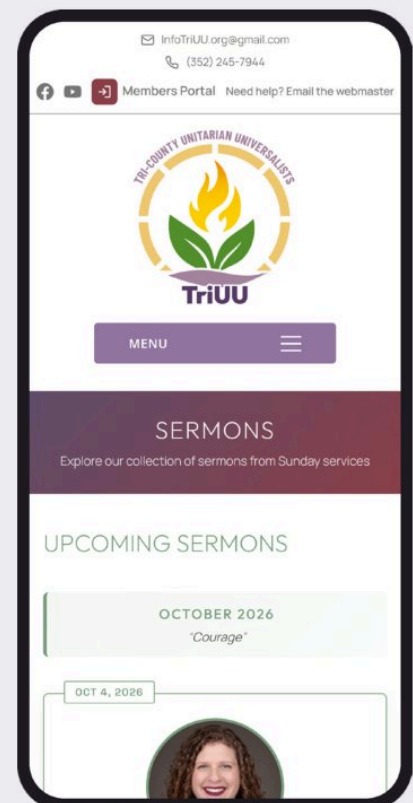
KEN POND



Home



Plan Your Visit



Sermons

INSIDE, FOR MEMBERS

Behind the Members Portal link is a private side of the site, for the congregation's own work. It is not pictured here: this page describes what it does, not who uses it.

Messages. Members and teams write to each other inside the portal, and every message also arrives as an email, so nobody has to remember to check.

The Operations Manual. The bylaws and procedures, searchable and downloadable as a dated PDF. Nobody can change a section without first stating, in their own name, what they are changing and why; readers then see in the text what changed, by whom and when.

Teams and contacts. A searchable roster of the congregation's teams and who to ask.

Attendance over the years. A chart of Sunday attendance built from the congregation's handwritten log books, transcribed page by page from 2009 to 2026.

How-to videos. Short tutorials Ken recorded: logging in for the first time, updating the sermon list, and why a change can take a moment to appear. They are on public links too, for anyone locked out.

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MEMBERS USED THE PORTAL IN
AUGUST 2026

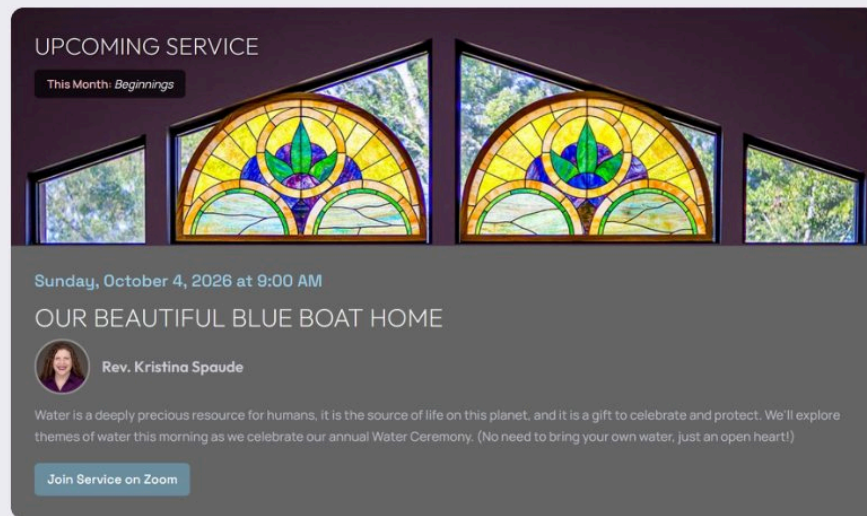
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IN SEPTEMBER TO THE 28TH, THE
MOST YET

28 of 138

MEMBER ACCOUNTS HAVE USED IT
AT LEAST ONCE

Counted server-side by the site's own activity log, in aggregate, Ken's own account excluded.



The Upcoming Service card, from triuu.org

AFTER LAUNCH

HELP THAT IS EASY TO FIND

Volunteers need to know where to ask. Since 29 September 2026 every page carries the same route: webmaster@triuu.org, in the top bar beside the Members Portal link, in the footer, and on the sign-in, lost-password and reset-password screens, where people are most likely to be stuck.

The tutorials live on public YouTube links as well as inside the portal, because a video card on the dashboard is no use to someone who cannot log in.

“Most of the congregation isn’t tech-savvy, and that’s fine; it’s not a judgment. It meant the interface, the navigation and the back end all had to be as easy as possible, with as much support in videos and documentation as I could give.”

KEN POND

Counting without watching

Visitor numbers come from Matomo, which Ken hosts on his own server, and Microsoft Clarity shows, anonymously, how people move through the public pages. His position is that the numbers should tell the congregation what people look at, never who they are. Neither runs inside the Members Portal; portal use is counted by the site itself, server-side, and reported only in aggregate.

Ken maintains the site under a monthly agreement with the congregation: updates, security, member accounts and user support.



A Sunday service, from the Services page of triuu.org

OUTCOME

HALF A YEAR ON

The site launched in April 2026, and the congregation came with it.

The audience held through the switch from Wix: the new site draws about as many visitors as the old one did. What changed is what people can do when they arrive.

The calendar is a live window on the church's own Google Calendar. The newsletter, the sermons and the history are on the site to be read, not passed around as attachments.

And the Members Portal has become a working tool. In September twenty members used it, the most in any month so far, and twenty-eight of the 138 member accounts have now used it at least once. Messaging is the busiest part, followed by the Operations Manual and the team roster.

“One of the most ambitious projects I’ve ever taken on: writing, designing, developing, and building the infrastructure and a suite of custom plugins, so the congregation could meet its own needs and grow through its website by itself.”

KEN POND



Portraits from the About page of triuu.org

CREDITS

triuu.org

Client

Tri-County Unitarian Universalists
7280 SE 135th Street, Summerfield, Florida

Minister

Rev. Kristina Spaude

Design and development

Ken Pond, Ken Pond Creative
kenpondcreative.com

Launched

April 2026

Built with

WordPress, custom theme and plugins; Google Calendar API; Matomo, self-hosted; Hostinger; Cloudflare; Constant Contact

Typefaces on the site

Outfit, Manrope, Urbanist, Space Grotesk, Lora

Photography

Ken Pond

Screenshots

Public pages of triuu.org, 29 September 2026