



HELP! (Before we CRASH!)

Allegra
June, 2017



Ever so often you - our beloved Allegra readers - may have noticed that we have issued a call, perhaps to crowd source for references or most influential anthropology books, perhaps for a popular writing contest, or an intern. Or, even more likely, for funds. These calls are keeping with the general spirit of allowing Allegra to grow into a vibrant community - which it has become! Simultaneously they embody a simple fact: in order to keep this community vibrant,

WE NEED YOU!



There is no point in being coy: we also need your financial support. Throughout its existence Allegra has been a self-funded venture; the intellectual and creative passion of a few mad individuals who have gotten it started with independent funds. This has gotten us this far - but now it is time to change this, and make Allegra genuinely a shared enterprise for our scholarly field!

To date, Allegra has published 794 posts by 423 anthropologists around the world! We have been read by over half a million people and we continue to attract 15- 30 000 visitors every month. We can hardly believe these figures ourselves!

We have hosted a great number of thematic weeks, ran series of posts on current issues of academic and societal relevance - we have an extravagant social media presence both via [Facebook](#) and [Twitter](#), and we even dabble around with [Instagram](#). All in the spirit of allowing for scholarly content & 'anthropological gospel' to spread as well as study what is the role of us scholars in this contemporary moment.

Our website - the 2.0 version launched in Spring 2015 - has served us well! It has had the capacity to function fast, at least relatively speaking. It continually impresses us with its beauty - thanks to graphic designers Michel&Michel. Simultaneously it is now stretched to its limits.

We simply must do certain technical updates to ensure that our cherished content remains safe, that the website won't crash & that it continues to operate at a level that all of us desire!

We recently began working with a technical specialist, and he created an impressive list of improvements that need to be done. To summarize areas of priority, we need to

- revise, test and update plugins;
- improve website performance;



- improve website security.

Our tech guy also suggests that we

- set up a password management system;
- create better email campaigns and subscription management using Mailchimp;
- update the contact widget;
- integrate Google Analytics data into the WordPress admin panel for convenience and easy access to the most recent stats & create automated Google Analytics reports.

In addition, we'd like to

- redesign the site menu and categories;
- update our Friends and Relations' page;
- add Google AdWords to make our posts appear better on google searches;
- create searchable author profiles with areas of expertise and languages.

You can make a donation in the amount of your choosing via Paypal. You can also become a regular supporter in the amount of your choice. Simply click on the options in the form located on the right side of this post or go to our [DONATE](#) page.

Thank you in advance for your support!