



YOU HAVE A MISSION,  
give it a trusted voice



## Get Online with .ORG

### ***.ORG, The Public Interest Registry***

.ORG, The Public Interest Registry is the exclusive Domain Name Registry for .ORG domain names. The Public Interest Registry maintains the master database of domain names for the .ORG Top-Level Domain. .ORG domain name registrations are handled through our global channel of [Domain Name Registrars](#).

### ***Why choose .ORG?***

When you buy a .ORG domain name, your organization is linked to a well-established brand of trust and integrity. One of the original top-level domains (TLDs), .ORG became the registry of choice for organizations dedicated to serving the public interest, and today .ORG is considered one of the most trusted domains on the internet.

Nonprofits, foundations, philanthropic and cultural institutions, religious, civic, arts, social and fraternal organizations, health and legal services, clubs and community volunteer groups ... if yours is a noncommercial entity, people expect to find you in the .ORG community.

Commercial businesses also benefit. Registering with .ORG lends credibility to the activities of a charitable arm, protects your domain name registered with other TLDs and gives customers another path to your website.

### **YOU CAN GET ONLINE WITH .ORG WITH THREE EASY STEPS:**

#### **1. Register your .ORG domain name(s)**

Visit our full list of global [Domain Name Registrars](#) and find a company that satisfies your online needs for domain name registration. These listed companies will assist you through the .ORG domain name registration process. Wait! Are you registering just one .ORG domain name? Let's talk about brand protection. The consequences of another individual or organization reserving domain names with your brand can be devastating. You risk conflicting or even damaging information being presented to the public under your brand.

You should consider purchasing .ORG domain names **for more than just your company name:**

- Register a .ORG domain name for your major products and services
- Register a .ORG domain name for your major campaigns/public service efforts

#### **2. Select a hosting service for your website**

Turn it on! In order for your .ORG domain name to be visible on the internet, your domain name must contain web hosting service. If your domain name does not contain web hosting service, internet users will not be able to see or find you online. To put it simply, web hosting service is virtual storage for the data or information associated with your domain name. This includes text, images, streaming media and video or any other content found on your .ORG domain name. Your domain name registrar will likely offer web hosting service to accompany your domain name at the time of purchase.

#### **3. Create your website**

Your .ORG domain name is your unique space on the internet. Whether you are building a website for a business, local sports team, online community, social network, or a nonprofit association, .ORG is the

home for you. Many of the domain name registrars offer a simple website building tool which allows you set up your basic website in minutes. More advanced websites can be created with available website authoring tools, or you can contract a website developer company to build a website to your specifications. Committed to improving the online experience of the .ORG Community, .ORG, The Public Interest Registry offers a comprehensive library of online tools and resources to help you effectively build your .ORG online presence. We welcome you to visit the [.ORG Resource Center](#) today to enhance your .ORG experience online.

## **PROTECT YOUR .ORG DOMAIN NAME**



After you register your .ORG domain name and build your online presence, it's important for you to understand how to protect your .ORG domain name.

Your .ORG domain name also has value—both in monetary terms and in terms of the message you send by having a .ORG identity. Chances are you wouldn't give away your domain name to a group or an individual who promotes products and services that are counter to your mission, nor are you likely to sell your .ORG domain name to businesses that sell products or services you deem inappropriate. That's why Public Interest Registry, the official managers of the .ORG registry, wants to help make sure your .ORG domain name doesn't inadvertently fall into the wrong hands.

Registering recently expired domains has resulted in a number of cases where expired domain names are registered and utilized in a fashion that is counter to the mission and intention of the original owner. In one extreme case, the Web site of a rape crisis center was converted to a hyperlink haven for sex toys and subscriber-based pornographic sites.

Every day, approximately 2,000 .ORG domain names become available because domain holders, also known as registrants, allowed them to expire or were unaware that the domain names were up for renewal. And every day, those same .ORG domain names become vulnerable to companies and individuals who can exploit them for economic gain, without regard for their actual use or meaning. The process of obtaining expired domain names has become sophisticated, automated, and increasingly popular. And the consequences to the original .ORG domain holders can be serious.

*What are the consequences?* One notable example is the case of a rape crisis center that was converted to a hyperlink haven for sex toys and subscription-based pornographic sites. While the damage need not be so extreme, your .ORG domain name is a valued and trusted resource. And the more well-traveled your site, the more attractive your domain name becomes.

Public Interest Registry is taking steps to protect .ORG domain name holders from this kind of domain trading. We believe the best way to protect your .ORG domain name is to take proactive and preventive measures.

### **1. Verify registration of your .ORG domain names**

Whether you registered your .ORG yourself or whether someone else in your organization was responsible for registering it, it's essential that you verify that you or an authorized representative of your organization has been named as the registrant.

A simple visit to the [WHOIS](#) database at [the](#) company's website is a good first step. There you can view the name of the registrant, administrative contact, and technical contact for your .ORG domains. You can also find the name of the registrar through which your .ORG domain was registered.

## **2. Verify and update .ORG administrative contact information regularly**

Consider making it organizational policy to regularly verify and update .ORG domain name information. If it's your responsibility to keep the information updated, put it on your calendar for verification twice a year. If instead it's the responsibility of a staff member, instruct the staff member to schedule the task for twice a year. In fact, having two staff members responsible for checking domain information is even better. Public Interest Registry recommends that a senior-level individual within your organization be named administrative contact. Any information pertaining to your .ORG domain that needs changing can be updated by contacting and working with your registrar.

## **3. Check that e-mail contact information is valid**

Registrars are the organizations that provide registration services for the public, and the most common way they notify .ORG registrants of domain name renewal is by e-mail. If you can't be reached by e-mail, it's possible your domain name will expire without your knowledge. Therefore, it's essential that the e-mail addresses on file with your registrar be current. Consider using a paid e-mail account rather than a free account. Free accounts can be suspended and are difficult to track, which increases the possibility of your not receiving notification of a renewal. You can see whose e-mail address is on file when reviewing your .ORG domain-name WHOIS information at [www.pir.org](http://www.pir.org). And you can update your e-mail contact information by contacting and working with your registrar.

## **4. Consolidate .ORG domain names**

It is not uncommon for individuals, organizations, and companies to have more than one .ORG domain name. It's even possible for .ORG domain names to be registered with different registrars. Today it's easier than ever to transfer domain names from one registrar to another registrar, which helps simplify management of .ORG domain names. Many registrars offer domain-name consolidation services—such as domain portfolio management systems—that enable you to establish a master account to view all of your domain names regardless of their expiration dates.

## **5. Register your .ORG for maximum period of time**

The maximum registration period for a .ORG domain name is 10 years. Consider registering your .ORG domain name for the maximum period of time at initial registration or even at the time of renewal.

## **6. Request a lock on your domain name**

A Registrar-lock domain status means that your domain name is "locked" and it can't be transferred until it is manually "unlocked". A domain name that is "locked" will prevent an unauthorized transfer of your domain name to a third party.

Ask your domain name registrar today if they automatically “lock” domain names for their customers. Some domain name registrars provide this service to their customers as a courtesy. If a domain lock is not part of your registrar’s standard offering, proactively request that they “lock” your domain name.

## 7. Renew

Do you own a .ORG domain name that you would like to keep? Renewing your .ORG domain name is an important step in safeguarding your online presence. .ORG domain names can be renewed for terms of 1 to 10 years. It is important that you are aware of the date that your .ORG domain name expires. You can look up your .ORG domain name expiration date by searching the [WHOIS](#) database on [The Public Interest Registry's Web site](#). When your .ORG domain name comes up for renewal, it’s best to renew your .ORG domain name for the maximum period of ten years.

