



## A website is a window to your Club



If I'm walking down the street and I look up at your window what do I see? Do I see a clean, shiny, well kept window or do I see a window that needs a good clean, with paint peeling from the frames due to neglect?

Is your window open or is it closed?

If I am enticed to look through your window, what do I see? Do I see a sparsely furnished room with just the bare essentials, or do I see a room full of busy people, having lots of fun?

Here are few common questions ....

### What type of website do I need?

There are many types of websites ...



- A custom designed website, managed by an IT specialist
- A template style website, managed by a member or someone you know
- A one-page site with basic information about your Club
- A blog, showing your activities
- A Facebook page

Whichever you choose, it is important that it reflects your Club and is well maintained and up to date.

If you are unsure, at least have a Facebook page. Somewhere to show your latest activities and community involvement.

Make sure your contact details are up to date too!

*Don't forget to let Stephen Humphreys know the link to your website so it can be placed on the District Website, under Clubs & Locations.*

## Do we need to have a tech savvy member to look after our website?



No, not really. If you don't have the expertise within your Club, look for a volunteer within your community to help you (you never know, you may end up with a new member!).

Approach local website and/or graphic design businesses, colleges, TAFEs and IT businesses. Ask amongst your business contacts. Ask amongst other Rotary Clubs if there is someone who can help you. Ask past RYLarians, etc for help.

Ask your children and grand kids as it is second nature to them!

## Does it cost a lot to have a website?

No, not really. You could spend thousands of dollars on a custom designed website, but a template style website such as Club Runner, Wix, Square, Go Daddy, etc would cost between \$500 & \$1,000 per year.

### *The real question is, what is the cost of NOT having a good website?*

The answer is the loss of potential members. In an age of technology and social media any potential member will either find you on the Internet or "check you out" on the Internet. When they are window shopping, what will they find out about your Club by looking online? Or will they join other surrounding Clubs who will appeal to them more?



## What should I have on my website?

- Who you are? Your location, contact details, meeting times
- What do you do? A summary of the projects and activities that you are involved in. Lots of pictures to show what you do.
- What is Rotary? What are the aims of Rotary? What is the essence of *your* Club?
- How can someone volunteer and/or join? What projects and activities can they participate in?
- How can someone donate to your Club and/or it's projects?
- Links to Rotary International, Your District and other groups that you work with
- Good branding – the correct Rotary Wheel and consistent branding with all of your other marketing!