

2022 CFWC CONVENTION / COMMUNICATIONS WORKSHOP

HOW TO BUILD AN EFFECTIVE CLUB WEBSITE

It's possible your club uses only a club Facebook page to promote itself. However, ideally, your club maintain both a website and a Facebook page! In general, websites should offer information having a "longer shelf life" and with more specific content than Facebook posts.

There are two important considerations for a successful website: What is **IS** and What it **ISN'T**

- "What it **IS**"
 - 24/7 exposure about your organization to your community. Visitors could be generous donors, potential members, community leaders, reps from other philanthropy orgs...you never know
 - Well presented, reliable, accurate. Proofread, use good grammar, few abbreviations or acronyms
 - A resource for current members (forms, check requests, club calendar, etc.)
 - Review and update often with new content (1x a week or so)
 - An accessible spot to archive newsletters and minutes.

- "What it **ISN'T**"
 - Gossipy; snarky; negative
 - A place for personal information, other personal affiliations, or personal events
 - A place to air personal opinions, city grievances, or political viewpoints
 - Judgmental about community goings-on or city leadership

WHAT'S THE GOAL?

- Simply put, if your club can't be found online, it's as if you don't exist! Creating an online space to share your club's mission and promote its contributions to the community is absolutely vital!
- For today's potential new member, visiting the website (or FB page) of an organization is an important part of their decision to join or offer support.
- Club and district websites represent the *entire* CFWC and GFWC organization to the public. Content or posts must not conflict with any aspect of our organization.
- **A first impression might be the only impression!** A website needs up-to-date, fresh and easy-to-find information. There's nothing worse than opening a website you've heard about and seeing old information from a year ago. That's the only chance that website will get; that person's enthusiasm to learn more about your club is dead and you'll never know WHO you missed out on as a new member!
- **Keep things current!** Remove outdated content quickly; shoot for adding new content or interesting, active photos about 1x a week.

NO EXCUSES

- Websites have been around for many years – designing one is not necessarily the daunting task it once was. Some tech-knowhow is helpful; but there are numerous web-design platforms available.

- Your newer members might be a good bet to find someone with the technical know-how to update, maintain, or build your site. Other possibilities: hire a website developer; ask tech-savvy friends or family, or check with a computer class teacher of a high school or college.
- Secure a domain name which includes the club's name and, ideally, the GFWC acronym (i.e., GFWCAnyTownWomansClub.org). Hint: if your club name is a bit obscure (i.e., the "Good Morning Club" or "Ladies Social Club", etc.) – do a google search using the words in your name to make sure there's no undesired surprise on the results list.

WHAT WORKS BEST ON A CLUB WEBSITE?

A club website can be the perfect place for club forms, member directory, newsletters and minutes. Less paper copies – chairmen print what they need. Also consider putting newsletters online and then simply eblasting the link to members. Saves printing costs and avoids formatting issues re old computers, etc.

- HOME PAGE – Mission statement, brief history of club, affiliation with CFWC/GFWC (links)
- LEADERSHIP – Include photos and brief bios of officers and names of club chairmen
- MEMBERSHIP – Info about meetings; dues; how to join; membership application
- PROJECTS/EVENTS (aka "WHAT WE'RE DOING") – include active photos of members and brief descriptions.
- MEMBERS ONLY - a "private" section for forms, directory. Should be password protected. Make sure members understand that the roster cannot be used for any unauthorized or sales-type purpose or shared with outside parties.
- CONTACT PAGE – Create a club email account (i.e., GFWCClub@gmail.com). Inquiries must be monitored by someone who can answer or redirect quickly
- ONLINE PAYMENT - requires a PayPal account (or other payment processing app) linked to your club's bank account. Can be useful for new members joining, paying renewal dues, and receiving \$ donations.

**Because of PayPal transaction fees, consider including these in annual expense budget

APPROPRIATE USE OF CFWC/GFWC LOGOS AND TRADEMARKS

See: GFWC Style Guide publication (@ GFWC.org/member porter)

- **CFWC Logo / CFWC tagline - *STRENGTH UNITED IS STRONGER***
- **GFWC Logo / GFWC taglines - *UNITY IN DIVERSITY*; *LIVING THE VOLUNTEER SPIRIT***

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2022-2024 CFWC WEBSITE CHAIR

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