

YOU HAVE JUST BEEN
NAMED CLUB WEB
MASTER

NOW WHAT?

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All too often we just ...

Send

Post

Out

On

Stuff

Web site

Does anybody care?

Can anybody find it?

If they find it will they read or act on it?



Goal of any web site

Communicate

Communicate

Communicate

But ...

To who?



Who is the audience for your Club's Site

Club Executive?

Club Members?

Visiting Rotarians?

Members of your community?

Everyone?



Your challenge!

- Make your site compelling
- Contemporary look and feel
- Easy to find information
- Up to date information
- Must work on alternative devices:
 - Smartphone is the norm
 - Desktop or laptops are alternative devices
- It's never done

Contemporary site design

- Lots of white space
- Pictures set the stage
- Use **lots of big, bold action pictures**
- Lots of big, bold action pictures
- Did I say lots of big, bold action pictures?
- Limited text
- Staying above the fold is less important

An Example!



ShelterBox SHELTER DO SOMETHING NEWS BLOG



DONATE >

BOLIVIA: FLOODING AND LANDSLIDES

SHELTERBOX RESPONSE TEAM IS ON THE GROUND ASSESSING DAMAGE

WATCH NOW

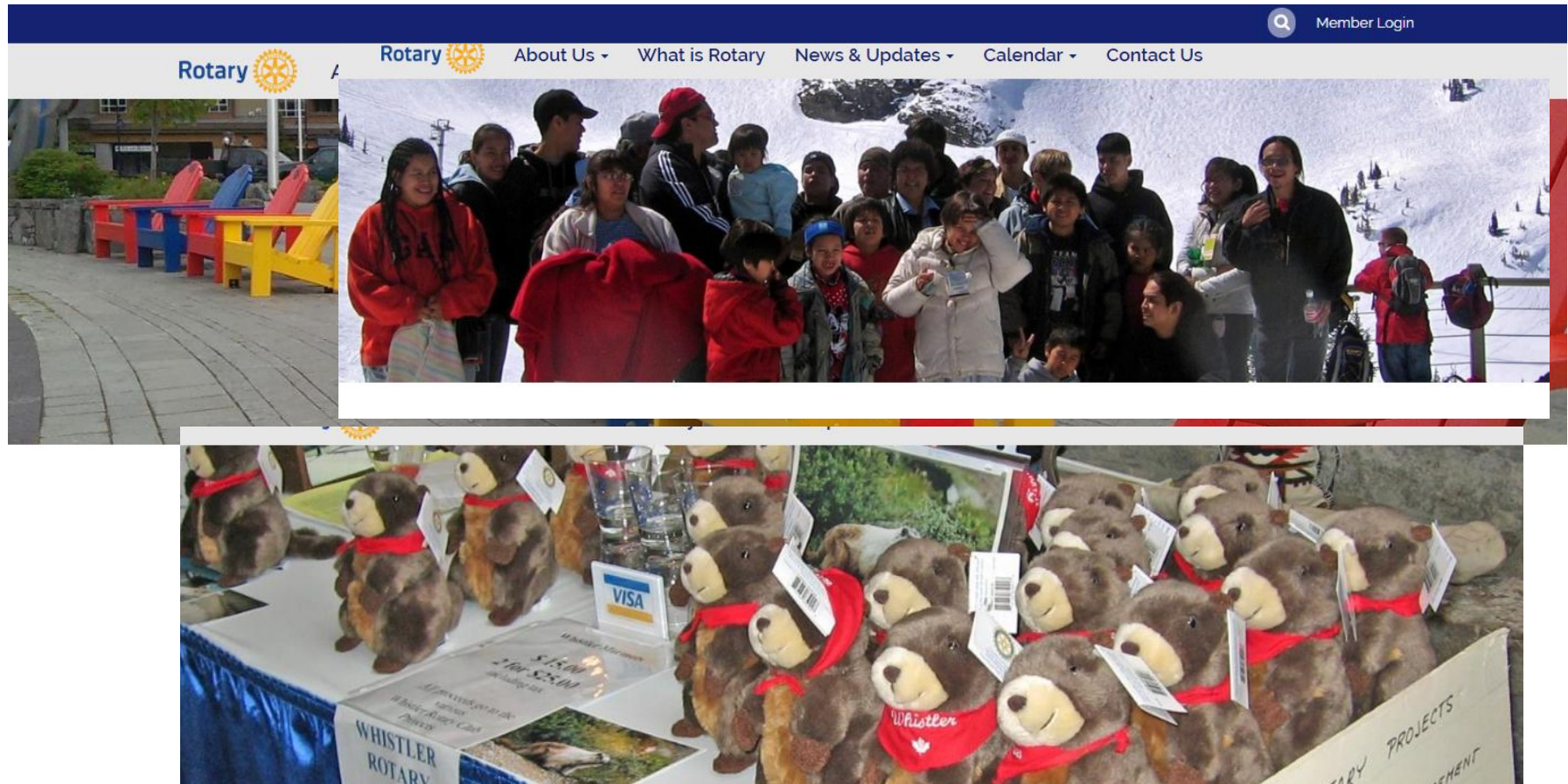
**EMERGENCY DISASTER
RELIEF**

Rotary



Right now, around 85 million people around the world have been made homeless by natural disaster and conflict. We're working to change this.

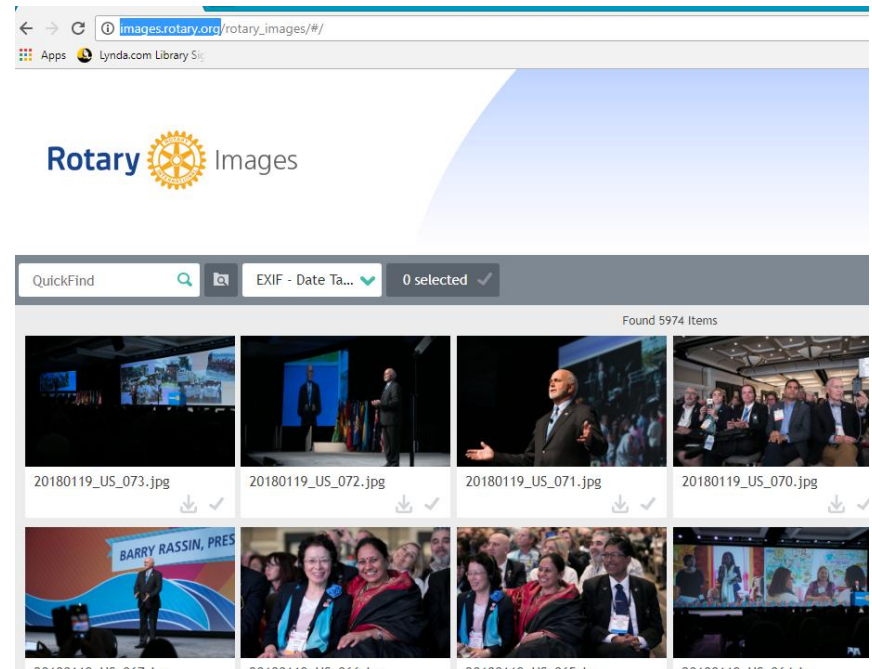
What Image Describes Your Club?



So where do I get action pictures?

- Club photographer (perhaps you)
- Rotary International images.rotary.org
- Pixabay pixabay.com
- Many other sources

Design Ideas
dribbble.com



Some Issues

- The Rotary picture:



- Technophobia

DESIGN CONSIDERATIONS



Site wide design suggestions

- It's about the what not the who
 - Find the Rotary International President's name on the RI site
- Consider alternative devices
 - Make sure your site looks good on smartphones
 - Computers / laptops / desktop are an alternative device
- Avoid multiple columns
 - One column is best for phones/tablets
- Put items of interest to club members on menu
 - Easier for those using phones/tablets
- Use the latest Rotary logos



Don't Forget

- Calendar with upcoming speakers and events
- “Contact Us” page
- “Where/When we meet” information
- Org chart/Directory
- Links to District, Zone and Rotary International sites

Suggestions for ClubRunner sites

- Use ClubRunner NexGen themes
- Stay away from obsolete ClubRunner facilities/features:
 - Site Pages (Use custom pages instead)
 - Link and Download File lists

Web Design Suggestions - Page

- Keep the design simple.
- Use lots of white space:
 - Less is more
 - Resist the temptation to include that extra icon
- Use big, bold action photographs
- Reduce number of columns.

REALLY DETAILED DESIGN CONSIDERATIONS



Web Design Suggestions - Text

- Keep it simple - Keep it Short
- Remember that you are posting for public use
 - Would you be proud to see it on the front page of the Globe and Mail
- Avoid jargon and acronyms
- Reduce number of fonts, different colours, italics and underlines
- Use formatting provided by theme
 - (Heading 1,2,3,4,5 Body Text)
- Use lots of links

Formatting links

http://www.example.com	Dated: looks circa 1996
www.example.com	Dated: looks circa 2001
example.com	OK if sharing a web address
There are some good examples	Best

More Web Design Suggestions - Text

- Use HTML for web pages
 - An MS-Word or .pdf file may not be used as web page
 - ClubRunner editor produces HTML
 - Click “source” button to see HTML
- Remove formatting before posting MS-Word text to ClubRunner editor
 - Copy to plain text editor. (EG. Notepad)
- When posting documents consider open file formats:

Open		Proprietary
.html	.pdf	.doc, .docx, .xls, xlsx
		.CS5

Web Design Suggestions - Pictures

- Use lots
- Minimize use of the “Rotary Picture”
- Reduce the size (less than 1MB)
- Remember intellectual property (IP) issues
 - Do you have rights to post?
- Posters don’t look good on a web page
- Use Open file formats:

Open	Proprietary (Not for the web)
.jpg or ,jpeg	.doc, .docx, ppt, pptx
.gif	.CS5
.png	

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