



The importance of a Club Website

Making a good first impression

**You only have one chance for
A good first impression**

Rotary
District 5790



**You clubs website is
a digital home for the
community to visit**



Like your home's front yard, an attractive, well maintained website, will draw visitors to want to enter and see more.

ELEMENTS OF AN ATTRACTIVE CLUB WEBSITE

- Great looking landing page
- Clear Rotary Brand Recognition
- Intuitive navigation – user friendly for the non-Rotarian
- Attractive photos and graphics
- Includes club events
- Includes guest speakers
- Includes club stories
- Links to membership inquiries and Rotary.org

Rotary Resources:

- The Webby award winning Rotary.org
- Quick Start Guide for Club Websites

QUICK START GUIDE FOR CLUB WEBSITES



CONSIDER, WHY DO PEOPLE VISIT

- Learn about Rotary
- Learn about your club
 - Where and when club meets
 - What happens at meetings – speakers
- Your clubs Social Media has “Call-to-Action” link sent to the website
- Learn what club members do
- Learn about club service projects
- Learn about club fundraisers
- Learn how to contact club leadership
- Learn about becoming a member

EFFECTIVE WEBSITE PRACTICES TO CONSIDER

PHOTOS AND GRAPHICS.

Candid images of engaged members

Rotary.org has hundreds of free images and videos available.

Graphics that are easy to well organized and attractive. Canva is a good resource.

- Avoid “The Line Up” of folks holding a huge check
- Avoid dusting off last years event graphic

ClubRunner Specific

1. Promote your speakers with the Speaker module
2. Promote your events with the events module
3. Promote and celebrate your club stories



Select photos for your website that draw the visitor in. So, they want to know more about your Club and Rotary



ClubRunner tools...

Cool things you might not know

A club management tool:

- Member records
- Member participation module
- communication tools – email
- Ebulletin Module

A Club website tool that includes...

Speaker Module

Event Management

Volunteer Management

Stories Module

Did you Know?

The Club Management includes a committee Module that assigns members, tracks meetings and records and manages communication.

A club document storage module for digital storage of all club documents.

ClubRunner has a reports module that includes a printable directory, printable mailing list, member activity

Events module includes, registration, payment, volunteer sign-up and management, promotion and communication

The speaker, events and stories modules all have a social media bar that allows members to share on their social media.



WHAT
YOU
NEED
TO
KNOW

WHAT CLUBS NEED TO KNOW

- Update the Board of Director positions and names for the 21-22 in ClubRunner by May 31, 2021
- Arrange ClubRunner training for club leaders.
- Appoint a webmaster to update website at least weekly

WEBSITE INFO FOR CLUB LEADERSHIP

Some helpful information about using ClubRunner

- If your club is not using a ClubRunner website, club secretary will need to update your clubs Board of Director information on both Rotary.org and the District 5790 ClubRunner Website.
 - Clubs that synchronize ClubRunner with Rotary.org on the district website will need only to update the district website with the 21-22 BOD information.
- Clubs that are a doing a virtual or the hybrid model meeting can include the virtual meeting link in the Club Information widget.
- An “Our Facebook Page” widget is available in ClubRunner that will duplicate your most recent FB post on your website.



SUPPORT FOR YOU AND YOUR CLUB WEBMASTER

- ClubRunner has excellent videos on all their modules
- Call ClubRunner at 877-469-2582
- Call or email John Pokorny
 - pokornyja@gmail.com
 - 817-505-7075



QUESTIONS