

ROTARY DISTRICT 5450

Club Website Communication Audit

Findings & Insights for the Membership Champion Network

A practical, learn-from-each-other look at how District 5450 clubs tell their story online — and what any club can do about it this month.

July 2026

Scope: A Fully Reconciled, Complete Inventory

This report now covers all 59 clubs in a fully reconciled roster, with zero gap between the roster and the review: 49 geographic clubs reviewed by website, Rotary eClub One, the Compass Club of Colorado satellite model, 4 clubs reviewed via Facebook, 3 satellite clubs identified during review, Lakewood Foothills (whose website was found to be non-functional — itself a completed, actionable finding), and Clear Creek 2000, whose website was initially not found and, once located, turned out to be a real and currently-maintained site.

This audit includes patterns worth knowing, the clubs worth learning from, and the easy wins any club can act on right away.

The companion spreadsheet contains the full club-by-club scoring, notes, and website links, and can be used as a working tool for outreach through the Membership Champion Network — both to celebrate the clubs doing this well and to offer practical, specific help to the ones that aren't yet.

Why We Looked

Every club in District 5450 is doing real, meaningful work — but a prospective member's first impression usually comes from a website, not a meeting. We reviewed all 59 clubs in our fully reconciled roster — geographic clubs, an online eClub, a new satellite-club model, and 4 clubs whose real communication happens on Facebook rather than a website — looking at the same things any prospective member would notice in the first thirty seconds:

- Is the homepage current, or does it feel abandoned?
- Does the club actually tell stories, or just list generic Rotary mission language?
- Is there a visible News or Bulletin section — and does it work?
- Is there a public newsletter archive?
- Are there good photos of real people and real projects?
- Would a newcomer understand what this specific club does?
- When was the site last meaningfully updated?

59

Clubs reviewed — 100% of roster

59

Full reconciled roster

61

Clubs on District 5450's public listing

District 5450's public listing shows 61 clubs. Removing 5 Rotaract/Interact youth chapters (a different membership category, out of scope for this audit) gives 56 base adult clubs. Adding the 3 satellite clubs identified during review brings the total to 59.

The Big Picture

The single biggest finding isn't about design or budget. It's this:

The clubs doing the best work are rarely the ones telling the best story about it.

Again and again, we found clubs with genuinely impressive projects — scholarship endowments, decades-long international partnerships, real community impact — where the local newspaper, a district story page, or a partner organization told that story better than the club's own website did. Niwot, Northglenn/Thornton, Denver Cherry Creek, and Littleton all fit this pattern: real substance, undersold at home.

The good news: this is the cheapest problem in the whole audit to fix. It doesn't require a new website or a bigger budget — it requires someone on the team to take the story that's already being told elsewhere and put it on the club's own homepage.

Iterations of Analysis

This audit improved through several rounds of joint review, and three findings are worth calling out directly. First, an earlier draft placed Summit County in the “undersold” category — but its “Newletters” page (misspelled in the club's own navigation) actually holds a weekly, currently-updated bulletin with some of the best personal essay writing found anywhere in this audit. We'd only checked the obvious “Stories” page and nearly missed it. That ranking is now corrected.

Second, Clear Creek 2000's website wasn't found in our first pass. Once located, it turned out to be real, current, and genuinely charming — a mountain club with a dedicated News/Stories/Bulletins menu, a practical homeowner's-insurance FAQ for wildfire-prone residents, and a memorably named annual fundraiser (the “Call to Doo-ty Burro Poop Drop”). A good reminder that a missing search result doesn't always mean a missing effort.

Third, Northglenn/Thornton's club leadership shared a June 2026 newsletter directly, since our tools couldn't read it on their site. It's genuinely good: named speakers, a clear RSVP-linked calendar, a real fundraising call-to-action, and personal touches like member birthdays. This confirmed our suspicion — the site renders content in the visitor's browser rather than sending finished text, so it's likely near-invisible to search engines and link previews, even though a visitor already on the page sees it fine. The fix is technical, not editorial.

The throughline: a great newsletter hiding behind an unclear label, a broken search result, or a rendering quirk gets almost none of the credit it deserves — from us, and especially from a prospective member who won't dig as patiently as we did.

Five Patterns We Saw Everywhere

- Substance without story. Real, fundable, newsworthy work that never makes it onto the club's own site, or is trapped there by a technical barrier (Niwot, Wheat Ridge, Northglenn/Thornton — see the correction above for the latter).
- The homepage/news-page split. A current, active homepage paired with a “News” or “Stories” page that hasn't been touched in years — worse than having no news page at all, because it actively disappoints a curious visitor (Broomfield Rotary Club, Boulder Flatirons).
- Voice is free. Some of the most memorable sites in the district (Smoky Hill, Englewood, Mountain Foothills) don't have bigger budgets — they just write like real people, with real names and real personality, instead of generic Rotary boilerplate.
- The members-only wall. A few clubs (Boulder Valley, some ClubRunner defaults) point a curious public visitor straight to a login page — the exact moment you want to be at your most welcoming.
- Technical neglect is rare but real. A few run on outdated ClubRunner templates with placeholder “Loading...” content that never resolves.
- Great content can hide behind bad labels. Summit County's excellent weekly newsletter sits behind a nav item literally misspelled “Newletters” — easy to miss for a visitor (and, we'll admit, for us on first pass).

Top 10 Lists

These rankings are drawn from all 59 clubs in the fully reconciled roster — every club has now been reviewed. A club's absence from a Top 10 doesn't mean it's weak, just that ten other clubs edged it out on that particular measure.

Top 10 — Public-Facing Club Sites

Overall communication score, weighing currency, storytelling, navigation, and clarity for a newcomer.

#	Club	Score
1	Aurora	10 / 10 — the gold standard: frequent stories, member spotlights, strong photos, dedicated News section
2	Arvada Sunrise	9.5 / 10 — weekly bulletin archive, dedicated Stories page, photo carousel
3	Boulder	9.5 / 10 — polished custom site (not a ClubRunner template), professional storytelling
4	Summit County	9 / 10 — an exceptional weekly newsletter hiding behind a misspelled nav label (see correction above)
5	Englewood	8.5 / 10 — modest design, exceptional warmth and specificity in its writing
6	Rotary Club of Parker	8.5 / 10 — vivid, current storytelling including real-time disaster relief coverage
7	eClub One	8.5 / 10 — 25 years of named, specific global projects across 20+ countries, evaluated on its own terms as an online club
8	Centennial	8 / 10 — frequent, detailed project recaps
9	Broomfield Crossing	8 / 10 — authentic, photo-backed community storytelling
10	Cherry Creek Valley Rotary Club of Parker	8 / 10 — large, consistently maintained Stories archive

Top 10 — Storytelling

Which clubs make you feel something, or picture yourself as a member, in under a minute.

#	Club	What stands out
1	Aurora	Frequent member spotlights and event recaps, told with real warmth
2	Summit County	A weekly personal-essay newsletter from club leadership — some of the most reflective, human writing found in the district
3	Englewood	Names real people, real wins — reads like a hometown newspaper column

#	Club	What stands out
4	Rotary Club of Parker	Real quotes, real urgency (a live wildfire relief effort covered as it happened)
5	Smoky Hill (Aurora)	Genuinely funny bulletin writing — a club that doesn't take itself too seriously, in the best way
6	Mountain Foothills (Evergreen)	A member's grief turned into a police-wellness program — one of the most moving stories found anywhere in the district
7	Grand Lake	No website at all, but its Facebook Page tells a warmer, more current community story than many clubs' own sites
8	University Hills (Denver)	Long-form, almost journalistic accounts of international projects (Honduras, Costa Rica)
9	eClub One	25 years of named, specific global projects across 20+ countries
10	Arvada Sunrise	Consistent, photo-rich weekly storytelling

Top 10 — Newsletters & Bulletins

Clubs with a real, findable, regularly updated public record of what they do.

#	Club	What stands out
1	Summit County	A weekly, current, genuinely exceptional personal-essay newsletter — found only by checking the specific (misspelled) 'Newletters' nav item
2	Aurora	Dedicated News section combining Newsletters and a Photo Album
3	Arvada Sunrise	Weekly bulletin archive, current through the most recent week
4	Boulder	Professional RIB Newsletter on a custom, brand-consistent site
5	Longmont Rotary	Active eBulletin paired with a genuinely well-written story feed
6	Westminster	A real 4-page weekly newsletter with a President's front-page column
7	Northglenn/Thornton	Confirmed via a shared June 2026 issue: specific named speakers, a clear RSVP-linked calendar, and a real fundraising call-to-action — genuinely good, just not indexable by search (see correction above)
8	Highlands Ranch	A named, dedicated newsletter ("WheelSpinner") with a long institutional history
9	Arvada	Consistent weekly bulletin cadence
10	Broomfield Crossing	Active eBulletin signup tied to a lively Stories feed

What Any Club Can Do This Month

None of these require a new website or a design budget:

- Steal your own story back. If a local paper, the District site, or a partner nonprofit has written about your club, put a short version of that story on your own homepage — with a link to the original.
- Fix the dead-end. If your News or Stories page hasn't been updated in over a year, either update it or remove the link. A stale link actively hurts more than no link at all.
- Write like a person, not a press release. The most memorable sites in the district (Smoky Hill, Englewood, Mountain Foothills) succeed because they sound like real members talking about real people — not generic "Service Above Self" copy.
- Name names and show faces. Stories that mention specific members, students, or partners by name consistently read better than anonymous project summaries.
- Check your own front door. A few clubs' "Stories" pages point a visitor to a members-only login. Make sure a first-time visitor never hits a locked door.
- Do a 5-minute site check. Click your own News/Stories/Bulletin links from a fresh browser. If anything is broken, blank, or years-old, that's the highest-leverage fix available — as we found with one club's entire website returning an error page.
- Label it clearly — and check the spelling. If your best content lives behind a nav item, make sure it's spelled correctly and named something a first-time visitor would recognize ("Newsletter," not "Newletters"). Great content that's hard to find gets none of the credit it deserves.

A Different Kind of Club: Rotary eClub One

One club didn't fit the rubric at all at first glance, and deserved a proper look rather than a quick pass: Rotary eClub One (rotaryeclubone.org). It isn't a geographic club — it's a fully online Rotary club with members in more than 20 countries, marking its 25th year of service. Its project list reads like a world map: Panama, Uganda, Kenya, India, Guatemala, Malaysia, Haiti, Nigeria, and more, each with a named, specific description rather than generic mission language.

It also has a feature no local club needs: a library of “Makeup” videos and articles that let members satisfy meeting-attendance requirements from anywhere in the world. That's a genuinely clever solution to a problem unique to an online club, and it's built well.

We hadn't reached it yet in our review queue when an earlier draft of this report went out — its absence wasn't a judgment about quality, it simply hadn't come up in the batches completed so far. It now scores among the top tier in the district (8.5/10) and belongs in the conversation, evaluated on its own terms as an online club rather than strictly against a local club's homepage.

A New Model to Watch: Compass Club of Colorado

The Compass Club of Colorado (hosted within Denver Metro South's site, sponsored by that club) launched in January 2026 as a district-wide, hybrid, low-commitment “on-ramp” for lapsed Rotarians, program alumni, and newcomers who aren't ready to commit to a single home club yet. It meets online monthly and states a clear goal: help members transition into a permanent club within 12–24 months.

Its launch page is genuinely well-written — a plain-language pitch (“Do you hear yourself say these things?”) that speaks directly to the hesitation a lapsed member might feel, rather than generic Rotary boilerplate. It's too new to have a story archive or real photos yet, but as a piece of persuasive writing aimed at a very specific audience, it's one of the more thoughtful things we found. Worth revisiting in six to twelve months to see how it grows past a launch page into an ongoing presence.

When There's No Website: Facebook-First Clubs

Four clubs in the district have no independent website, or their website's homepage explicitly sends visitors straight to Facebook instead. We reviewed each directly on Facebook and folded the results into the main scoring rather than treating them as a footnote — scoring them zero on a website-only rubric would have missed the real picture.

- **Grand Lake** — genuinely one of the strongest public communication channels found anywhere in this audit, website or not. Their Facebook Page (813 likes, regular engagement) hosts real community life: an annual July 4th Pancake Breakfast tradition, winter Bingo nights, and current, warm posts — including the community rallying around an injured local competitor in early 2026. This reads like a small town's real town square.
- **Brush** — an active Page that uses modern formats like short-form video Reels, not just static announcements, suggesting real ongoing effort even without a full website.
- **Peak to Peak** — their own homepage openly and correctly tells visitors to check Facebook for current information, and the Facebook Group backs that up with real activity: vendor market appearances and a District-recognized 25th-anniversary celebration for this small Black Hawk/Gilpin County club.
- **Left Hand** — genuinely good, specific community content (flood-relief donations, search-and-rescue sponsorships, holiday toy drives) undercut by one structural choice: it lives in a private Facebook Group rather than a public Page, making it far harder for a prospective member to find or read without already knowing someone in the club.

The takeaway for the network: a website isn't the only legitimate front door. For a small club, a well-tended, public (not private) Facebook Page can do real work — and for Left Hand specifically, simply converting a private Group to a public Page would likely be the single highest-leverage two-minute fix in this entire report.

Newly Identified Satellite Clubs

Three satellite clubs weren't in our original working roster and were added after being flagged directly. Satellite clubs are a distinct, worthwhile category — they lower the commitment bar for people who want to serve without the full schedule of a regular club — and each tells a different part of that story:

- **Twin Peaks Sunset** (a satellite of Longmont Twin Peaks) has a genuinely appealing, plain-language pitch for its low-commitment “Impact/Companion” model (“Get in. Serve. Go Home.”), backed by current 2025 photos from real events (a Habitat for Humanity build, a Chile Roast Fest). One of the better-explained alternative-membership pages found in the district.
- **Cherry Creek Valley Satellite Club of Parker — United** has a genuinely moving founding story: Rotary's first club built specifically for members with special needs, chartered in September 2020 out of a long-running Rotary Community Corps. The story deserves a current update — every piece of dated content we could find on the page is from that original 2020 launch, with nothing more recent surfacing since.
- **Highlands Ranch Sunrise** is really a meeting-logistics page — an early-morning makeup-meeting time slot for existing Highlands Ranch Rotarians — rather than a storytelling page aimed at prospective members. It scores low on our rubric, but that may be entirely appropriate given its actual, narrower purpose.

A Confirmed Rename: Platteville-Mead is Now Two Rivers Rotary

We confirmed with the club: Platteville-Mead Rotary has been renamed Two Rivers Rotary. As of this review, the club's ClubRunner website (portal.clubrunner.ca/11474) still displays the old “Platteville - Mead” title — the rename hasn't fully propagated there yet — but the club's Facebook page is decent and is the more current place to see the new branding and recent activity.

One thing worth flagging for anyone searching this club online: an unrelated, longstanding Rotary club in Two Rivers, Wisconsin, also goes by “Two Rivers Rotary” and uses a similar-sounding domain. That Wisconsin club has no connection to this Colorado club — easy to mix up in a web search, so worth a clear note here.