What is the role of a Club Website ?

- Provide information to members and prospective members
  - About your Club and its activities
  - About Rotary in general
- Means of communicating with members and others
- Registration for Events, meeting attendance
- Online storage of documents

Rotary
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ROTARY CONNECTS THE WORLD

What do we see on most Club Websites?

BBQ Fundraisers

Helping the community

Rotary District 9800

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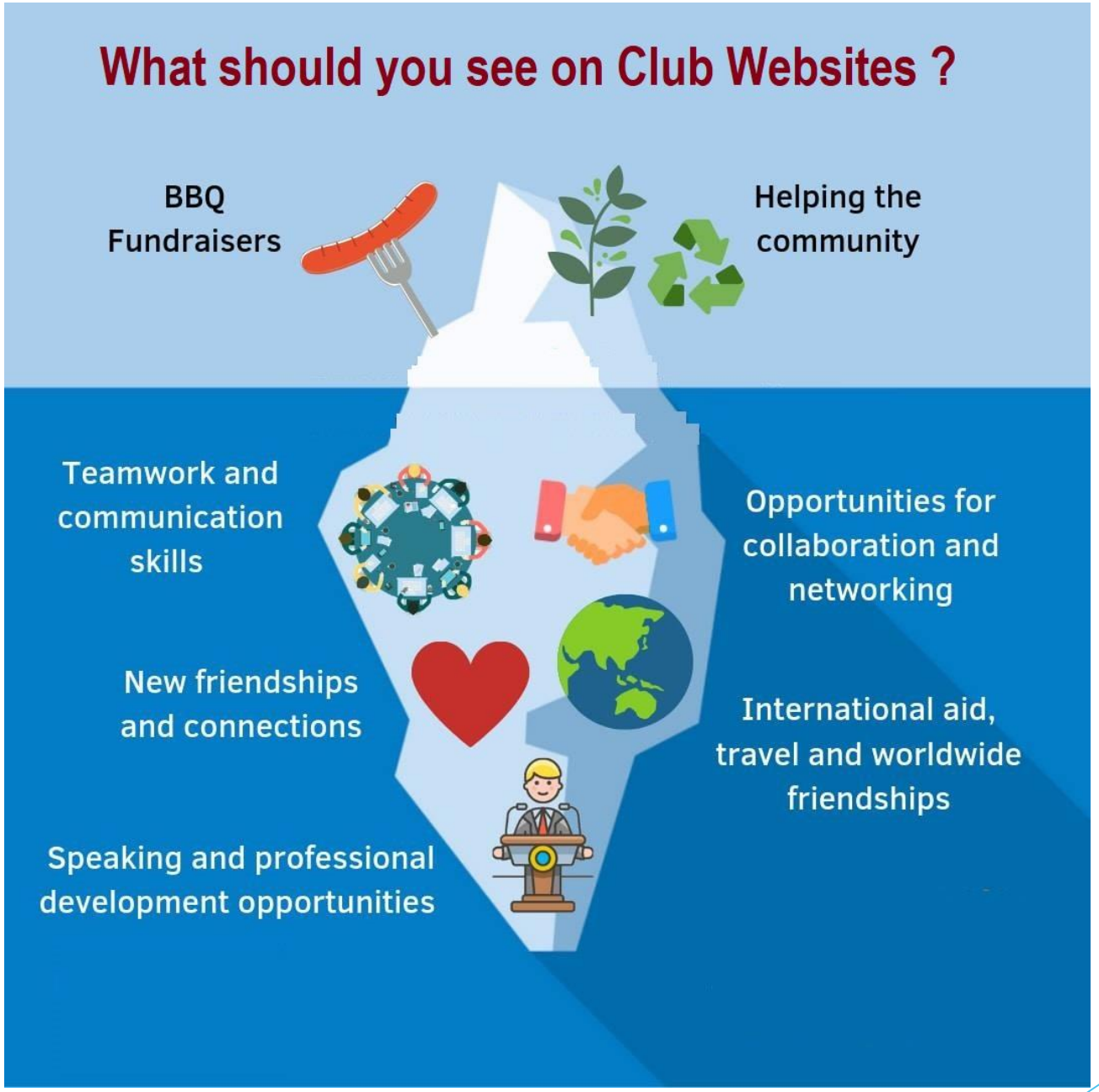
What should you see on Club Websites ?



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Rotary Club Website Front Page

- This is your best chance to attract new members
- What are potential members looking for ?
- Make sure that information that may be relevant is front and centre
  - Who are you ?
  - What do you do ?
  - When and where your Club meets
  - Why should I consider joining ?
  - How can I get more information ?
  - CONSIDER HAVING A PHONE NUMBER ON WEBSITE
    - ? Prepaid SIM card in dedicated phone

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What should I use for my Webpage ?

- Depends on the size of your Club and what you want from a website
- Whatever platform you choose it should be easily updatable
- Website should be able to be updated by someone with basic skills
  - WordPress
  - Squarespace
  - ClubRunner
- All are CMS (Content Managed Sites) that are easily maintained and updated

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