

Instructions for **Your Club Page** on the
ALL NEW District 9930 website



The all new District 9930 website will provide an extensive range of information about Rotary, our district, our programmes, and **YOUR CLUB!** ...that is.... if you make it happen. This guide will provide you with the information you need to insure that your club is effectively presented on the website.

*The process is as easy as **1-2-3***

FIRST: Go to www.rotary9930.org You are now looking at the new district website. It's under construction but feel free to wander around and get a feel for the new site. Next, go to the "CLUBS" section and click on your own club in the left column. You'll see that it's essentially a blank page. What goes on this page is up to you. It will present your club to visitors as well as to your fellow Rotarians.

SECOND: Now click on the Maketu Rotary Club page. This page will give you an idea of what your club page should look like. It should tell a short story about the community which your club serves, about the character of your club, and about the service projects of your club. In the column on the right side is information about where your club meets, its officers, ... and links to your website and Facebook page (if applicable).

THIRD: Create your own club page. It's a lot less complicated than you think. Just do the following:

- Write the story of your club. Try to limit it to a single A4 page. Remember, this is a "first impression" story not a novel.
- Locate some photos/graphics that depict who your club is and what it does. If you have a short (3-7 minute max) video, it's also possible to show that video on your club page.
- Email your narrative story along with photos to the website transition editor, David Campbell, D9930website@MaketuNZ.com That's it! David will do the rest. He will set up the page for you.

TIPS FOR CREATING A GREAT CLUB PAGE

Your Narrative: Keep it tidy. Long narratives don't get read. Talk about the community you serve, and what makes your club a welcoming and vibrant group. Try to avoid mentioning names – this is a story of your club and service in Rotary, not about personalities. Talk about what you do, but avoid referring to upcoming dates. Talk about the big festival your club annually sponsors and what you do with the funds, but not about next event which occurs on Jan 22, 2016 (there will be an event calendar on the new website for that purpose). And most important! Tell everyone about your service, both to your community and to the greater world.

Photos: A picture is worth a thousand words. Choose pics that tell your story, that show who you are and what you do. Avoid photos of your members standing around with a wine glass in their hands, or pictures with more than 6 people.

Videos: Videos can be an effective way to present your club. If they are uploaded to YouTube or Vimeo they can easily be embedded and viewed on your club page. If you want to explore this matter further and want more information, contact David Campbell, D9930website@MaketuNZ.com

Club Contact Details: This is the info that will appear in the right hand column of your club page. It is not necessary to provide this information to David. He will collect this information from the district database (this is just one benefit of the website's new data-integration feature the Rotary International database)

... and a last thought or two

Your club page on the district website is not the same as a club bulletin, or a club website, or a place to promote upcoming club events. It is an informational page about who you are and how a person can engage with you. It may be the first impression a person has about your club. You'll want to make good first impression that leaves the reader wanting to know more about your club.

Your club page can, and should, be updated from time to time, but you should think of it more as a flyer and not a newsletter. There will be a great new calendar feature on the website where you can post your club events. And there will be an on-going news function on the site where you can promote specific events.