

TO: CLUB WEBMASTERS
FROM: Dale Hartle, District 72 Webmaster
Date: 14 February 2004
Subject: UPDATE YOUR CLUB WEBSITE

CLUB WEBSITE CHECKLIST

Dear Club Webmasters. Now is the time to check your club website and update your information. All club websites should project a professional image, be accurate and well designed, with plenty of well-written useful relevant information. Club websites should meet a high standard and comply to Toastmasters International and District 72 guidelines. There's a major promotional campaign being planned for Toastmasters week in March 2004, so it's important that club websites are regularly updated, and to maximise all those New Year's Resolutions from potential members.

Here's a checklist of things you can do to update and improve your club website:

Content pages

- There should be links to the District 72 Website and Toastmasters International's website on the home page along with the Toastmasters logo.
- The Toastmasters International trademark statement must be on the home page along with a "Last updated" note.
- Put contact details for the club webmaster, eg email or phone, on the home page also.
- Add Club contest results for 2003, club prizegiving – trophy winners, Toastmaster of the Year etc along with articles of interest.
- Include articles from new members about how they are finding Toastmasters, how they are getting on, their goals and achievements, club member profiles etc
- Photos of club events along with a story make interesting reading. Make sure your photos are correctly sized and optimised for web viewing.
- Remove old articles which are out of date, or rewrite so that they are "timeless".
- Publish your club members' best speeches and other useful resources.
- Update your CTM manual information, because the titles and details about some assignments have changed recently with a reprinting of the manual. Check the District Website's News page for information.
- Insert a link to the District Website's newsletter subscription page, and encourage your members to subscribe to the Toastmasters and Middle Earth Convention newsletters for regular updates.
- Insert a link to the District Website's catalogue for ordering District Supplies. Soon you'll be able to order some items online as well. Watch out for this new feature.
- Email any articles or notices you would like included on the District Website under the Club Bulletins page to webmaster@toastmasters.org.nz.

Preparing for 2004

- Check your meeting schedule for 2004 is correct, and remove the 2003 schedule
- Post your upcoming speechcraft course information, and send to the District Webmaster for the Speechcraft page. Speechcraft is the number 1 inquiry and most popular page on the District website.
- Check your club contact details – phone numbers, email addresses etc are correct so people wanting to contact your club over the holiday period will get a response. You want to cash in on all those New Year's Resolutions by converting inquiries into visitors and visitors into members!
- Update your meeting times and venue information if it is changing, and add maps with parking instructions if possible
- Check the District Website to ensure your club details in the Club Finder database are correct, and also check the Toastmasters International website Club Finder to make sure details are the same. Check the links back to your club website work correctly. Send update information for any corrections.

Links with the District website and Toastmasters International

- Check your links to any District website pages are correct. There have been lots of new pages, and some pages have been removed. There is also a major website software upgrade being completed by the end of January and some pages may be moved to new locations over the next few weeks. Check all your links open in a new window.
- Also check any links to Toastmasters International's website, as they have lots of new pages too. You can link directly to your club's DCP reports as well.

Links to other external websites

- Check all links to other external websites, and ensure the links are still valid. If not either remove them, or find the new pages to link to. The District website has some excellent links to speaking resources.
- Make sure you put an explanation as to what the external links are for, and the web address.
- Ensure any external links are appropriate, and apply the Mission of Toastmasters (see Toastmasters Internet Guidelines)

I hope this checklist is helpful and you will have the time to update your website over the holiday period. The Club Websites page on the District website has a full list of guidelines and useful resources for your information.

Keep up the good work. Regards, **Dale Hartle, District 72 Webmaster**
email webmaster@toastmasters.org.nz