

# TOASTMASTER CLUB WEBSITES CHECKLIST

Guidelines from Toastmasters International re “District and Club use of Internet Web pages”

## Club websites

**Must contain** useful information for current and prospective members and club officers including:

- Club name
- Club’s meeting time and location
- Contact telephone number
- Features and benefits of Toastmasters membership
- membership promotion ideas for Club members
- Distinguished Club Program goals and progress
- Calendar for events
- Mission of the club
- Date last updated or published
- Link to Toastmasters International
- Link to the District website
- Club newsletter
- Toastmasters International trademark acknowledgement statement

### May include:

- names, addresses, telephone numbers and email addresses of Club officers
- creator/maintainer of the page (requires express written permission)
- Individual member information if in password-protected area

**Must not contain** material that is not relevant to achieving the mission of the club

### *Publisher and responsibility for content - Club President*

- May publish website in donated space and acknowledge the donation
- May sell advertising space to offset the cost of renting space
- Individual members of Toastmasters may not receive any compensation to create, maintain, or host web pages
- May not include copyrighted information from Toastmasters International or any other source without express written permission from the copyright owner

**Explore the Possibilities checklist: (from [www.explorealpossibilities.com](http://www.explorealpossibilities.com))**

- It looks good!
- It is easy to navigate
- If it is a Club or organizational site, it identifies where the Club, unit, organization or individual is ... including city and country
- If it is an individual's site, it has a clearly stated purpose and contains material that addresses that purpose It complies with it's host organization's copyright and trademark policies, if applicable
- It highlights the organization's purpose and mission, and the benefits of membership
- If applicable, it provides visitors with details about all of the Clubs or Chapters - where and when they meet, contact info, etc. - plus links to their sites (if they have sites!) *e.g. - a Club's site might not include info about other Clubs, and that's OK!*
- It identifies the unit's or organization's specific goals for the current program year, and shows current progress toward achieving those goals
- It includes important and valuable information for members AND for potential members It has some unique feature!
- It provides at least 2 options for contacting someone for more information
- It celebrates individual and group successes & accomplishments It has a "last updated" date that is less than 30 days ago!