

2010-2011 Pacific Northwest District Kiwanis

Club Website Judging Criteria and Guidelines

The purpose of the district website contest is to stimulate and encourage the production of club websites and use of the Internet as a powerful communication tool. Any costs associated with hosting of club websites are the responsibility of the club, as the District or Kiwanis International does not provide hosting services. Relatively inexpensive (or free) hosting services are available to service organizations. You may contact PNW Kiwanis web judging chair Jim Nannery at jim@nannery.net if you need assistance obtaining web hosting services.

The criteria for judging club or division websites are based on The Kiwanis International Website Guidelines which were instituted by the Kiwanis International Board. They may be downloaded at www.pnwkiwanis.org/PNWKIResources/clubwebsitetools.html.

To enter the 2010-2011 PNW Website Contest, your club must notify the website judge by email (jim@nannery.net) between October 1, 2010 and January 31, 2011 of your intent to participate. You will need to include your name, e-mail address and website address.

Your website will then be judged monthly using the following criteria;

1. Linkage (12 points)

Is your club website linked to the Pacific Northwest District website? Does your website have a link to the Kiwanis International website? Do you include a link to your division website (if available) and each club in your division?

2. KI Disclaimer (8 points)

Does your website contain the following disclaimer as suggested by the KI Website Guidelines?

“The (name of your club) assumes no responsibility for any sites linked to/from its website, has no obligation to edit posted submissions, and reserves the right to edit, rewrite, and delete content that it deems inappropriate for any reason.”

3. Currency (15 points)

Is your club website updated on a regular basis and is there a statement on the website to indicate the date of the last update? Fundraisers and service projects tend to change on a monthly basis and these should be updated accordingly.

4. Site Identity (10 points)

Does your homepage clearly identify your club name, so it cannot be confused with any other Kiwanis family club? Content and design should clearly represent only your club and not the Kiwanis Family as a whole. Is there a way of contacting the club by email and/or phone number?

5. Service Orientation (20 points)

Does the website convey the idea that your club is active in the community? Is the 2010-2011 District Emphasis listed on your website? Is the Governor’s Project listed on your website? Is there an area for “action photos” of service projects or fund raisers? Do you list other Kiwanis family clubs that your club sponsors (K-kids, Builders Club, Key Club, and Circle K)? Are local organizations that you assist during the year listed?

6. Club Contact and Meeting Information (15 points)

Because of privacy concerns, other individual's names and contact information should not be listed unless they give permission in writing, and you file and maintain that permission. However, a listing of club officers and, as a minimum, contact information for the club presidents should be included. Your website should not be used specifically to recruit new members; however, the statement "for more information about our club and membership" may be included with the contact information.

7. Calendar of Upcoming Events (10 points)

Kiwanis International events, District events, Division Council meetings and service projects should be included. Don't forget Zone Conference and the International and District Conventions. A "calendar" format is not required, but a listing of events in sequence should be included.

8. Creativity and Ease of Navigation (10 points)

What sets your website apart from the others in the district? Use your creativity to make your website unique. Do you have a logical way to navigate through your site? Is it easy to find the information your visitors are seeking on the site?

Total points possible: 100

Please direct any suggestions or comments to:

Jim Nannery

Phone: 1-800-635-8505

Locally 253-833-0460

E-Mail: jim@nannery.net

Web: www.pnwkiwanis.org/PNWKIResources/clubwebsitetools.html