

2007-2008 Pacific Northwest District Kiwanis Division Website Judging Criteria and Guidelines

The purpose of the district website contest is to stimulate and encourage the production of club and division websites and use of the internet as a powerful communication tool. Any costs associated with hosting of division websites is the responsibility of the division, 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 lonibarratt@comcast.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 2007-2008 PNW Website Contest, your division must notify the website judge by email (lonibarratt@comcast.net) between October 1st and December 31st 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 division website linked to the Pacific Northwest District website? Does your website have a link to the Kiwanis International website? Does your site link to all club websites in your division?

2. Does your website contain the following disclaimer as suggested by the KI Website Guidelines? (8 points)

“The (name of your division) 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 division website updated on a regular basis and is there a statement on the website to indicate the date of the last update? Are current fundraisers, activities and service projects updated regularly?

4. Site Identity (10 points)

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

5. Service Orientation (20 points)

Does the website convey the idea that your division and clubs are active in the communities you serve? Is the 2007-2008 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 clubs sponsor (K-kids, Builders Club, Key Club, Circle K)? Are local organizations that you assist during the year listed?

6. Club/Division Contact and Meeting Information (15 points)

The Lt. Governor's photo and contact information should be included conspicuously on the website. Because of privacy concerns individuals names and contact information should not be listed unless they give permission in writing, and you file and maintain that permission. However, contact information for the Lt. Governor and a listing of club officers and, as a minimum, should be included. The clubs in the division should be listed with meeting time and place. A contact email or phone number should be listed for each club. 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 activities 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. Have a logical way to navigate through your site. Is it easy to find the information you are seeking on the site?

Please direct any suggestions or comments to:

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E-Mail: lonibarrett@comcast.net

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