

*Soroptimist International  
of the Americas  
1709 Spruce Street  
Philadelphia, PA 19103-6103*



215 893 9000 PHONE  
215 893 5200 FAX  
siahq@soroptimist.org E-MAIL  
www.soroptimist.org URL

## **Quick Guide to Designing Club and Region Websites**

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From a business standpoint, it has become imperative for organizations have websites. People visit organizational websites because they are interested in learning more. It has become second nature that when a person comes across a company she's never heard of and wants more information, she looks up its webpage on the Internet. A website is often a person's first point of entry into an organization. In today's every-changing technology world, not only are they a source of information for the visitor, but also a tool for an organization to generate publicity.

Organizations want people to come back to their sites time and time again. So how can an organization guarantee that it will get repeat visitors? It may be tough to guarantee, but organizations can certainly try by making their sites as interesting and fresh as possible.

Keep the following important questions in mind when designing a website:

- Is the Soroptimist logo and tagline visible from every page?
- Does the site include the Soroptimist mission statement?
- Does it encompass the Soroptimist brand with colors, look and feel?
- Are Soroptimist programs described?
- Does the site feature photographs of members doing women- and girl-focused projects?
- Does the navigation bar appear on all pages?
- Does it have a members-only section where personal and secure information is kept?
- Does the site link to the Soroptimist <Soroptimist.org> and Live Your Dream campaign <LiveYourDreamCampaign.org> sites?
- Does the club website link to the region website?
- Is the content interesting and up-to-date?
- Is the club or region contact information easy to locate?
- Has someone been appointed to regularly update the site?
- Is the site well organized and easy to read?

### **For More Information**

Please direct website questions to the communications department at Soroptimist headquarters:

1709 Spruce Street  
Philadelphia, PA 19103  
Phone: (215) 893-9000  
Fax: (215) 893-5200  
E-mail: [siahq@soroptimist.org](mailto:siahq@soroptimist.org)  
Web: [www.soroptimist.org](http://www.soroptimist.org)