

2023-2024
website
MANUAL



MESSAGE FROM THE DTE

BUZZ BUZZ CNH! ✦+♥

My name is Katherine Geng and I proudly serve you as your 2023-2024 District Technology Editor. Thank you for taking the initiative to create & maintain a website for your club/division! Creating a website is a HUGE step but it will serve as an invaluable resource to your members!

This manual will guide you through the steps of creating & maintaining a website, from different website builders to publicizing a website, even if you have no prior experience! Please utilize this manual as a resource to assist you in a successful term.

I'm BEE-yond excited to see how your websites will turn out! Best of luck! If you ever have any questions, comments, or concerns, please do not hesitate to reach out to me at dte@cnhkeyclub.org!

Serving through the Screen,
Katherine Geng (she/her) 🐝 ✦•° : *
District Technology Editor 2023-2024

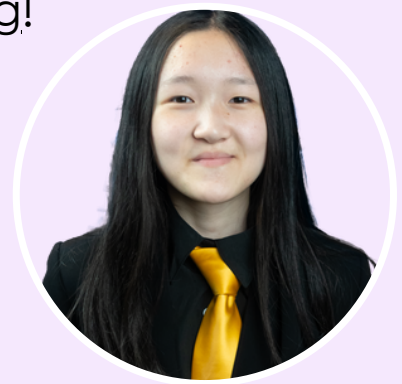


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BENEFITS OF WEBSITES

While websites do take a lot of effort to build and maintain, in the long-term they are extremely useful. Most notably, websites can **help connect your members to resources** about your club, such as meeting information and newsletters, and **keep them updated with club affairs.**

Creating a visually-appealing, informative website opens up more ways for discovery of your club and especially helps in **recruiting members** as they consider their club options. Furthermore, your website can act as an **archive of all club activities**, which helps with organization. Through design choices, a website allows your club to establish a unique, spirited identity.



CREATING A WEBSITE

THE FIRST STEP



The first step to creating a website is **deciding what platform to use**. If you are extremely proficient in HTML/CSS, feel free to code the website from scratch. But don't worry if you aren't familiar with coding! Another viable option is using **website builders**.

WHAT ARE WEBSITE BUILDERS?

Website builders are online platforms that allow you to **create and maintain websites** through a **drag-and-drop interface**. Website builders also offer several customization options through templates.

PROS & CONS

PROS

- Does not require any coding experience.
- Most builders are easy to use and navigate.
- Most builders are free.
- There are many online tutorials for different platforms.

CONS

- Many features of the builder may only be available to premium users.
- You do not have complete freedom over the website's design as many builders do not allow custom templates/code.
- Websites created by builders may not be completely responsive, limiting user experience on certain devices.



PLATFORMS

WORDPRESS

Pros:

- Open source
- Online plugins
- Responsive
- User-friendly and easy to use!

Cons:

- Plugins may cost money
- Slower and may encounter compatibility issues.
- May be a target to cyberattacks

WIX

Pros:

- Drag-and-drop UI and many templates available
- Task organization and collaboration features available
- 500 MB of free storage available

Cons:

- No exporting
- Many features only available to premium users
- Contains watermark (free only)
- Slow load time (mobile)

PLATFORMS

WEEBLY

Pros:

- Free to use
- Drag-and-drop UI
- Able to use CSS to increase complexity
- Able to export sites

Cons:

- Costs to have a domain
- Poor back-up system
- User support can be expensive

GOOGLE SITES

Pros:

- Shared access between Google accounts
- Google service integration
- No ads
- Collaborative

Cons:

- No private domain
- Low customization and functionality
- URL must include site.google.com
- 3rd party apps only limited to Google

RESOURCES

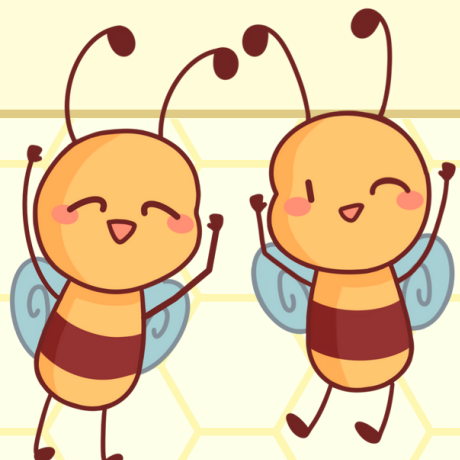
WordPress: <https://youtu.be/O79pJ7qXwoE>

Wix: <https://youtu.be/nIKbN5pBSXo>

HTML/CSS/JS: <https://youtube.com/playlist?list=PLWKjhJtqVAbnSe1qUNMG7AbPmjlG54u88>

Google Sites: <https://youtube.com/playlist?list=PL5eLo7APm7q3hvODXWtbG71Pln6oiOS7G>

Weebly: <https://youtu.be/nLJvniZrSp4>



DESIGN

MENU

All websites should contain a **navigation menu**, either as a bar on the top of the page or in a hamburger menu, with links to different pages. Please make sure that this is on **EVERY** page of the website, so that a user can easily access any page at any time.



COLORS



Decide on a **color theme** for your website before designing your website. Color palettes can help create unity and consistency among pages. Try to use a color scheme that matches with your **division or club colors**.

FONTS

Key Club graphic fonts (see Graphic Standards) are recommended, but not required. Regardless of font, make sure it is consistent throughout the website!



IMAGES

BEE sure to add images whenever possible! It makes for a more engaging, visually appealing website.



TEXT

Try to turn blocks of text into bullet points or short sentences for easier reading!



CORE PAGES

HOME

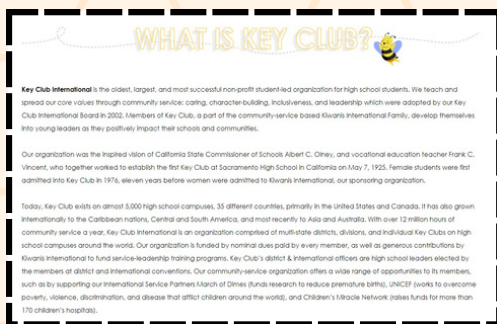
The home page is the most important page on the website. Include general information about the club, such as the motto and where/when meetings are, as well as a link to the join and contact us pages. Make sure to also feature items such as the monthly newsletter and the goals progress.

CNH Key Club's Home Page!



ABOUT

Include general information about Key Club, such as the structure, history, and purpose. You may reference the Key Club International website, linked below in Resources.

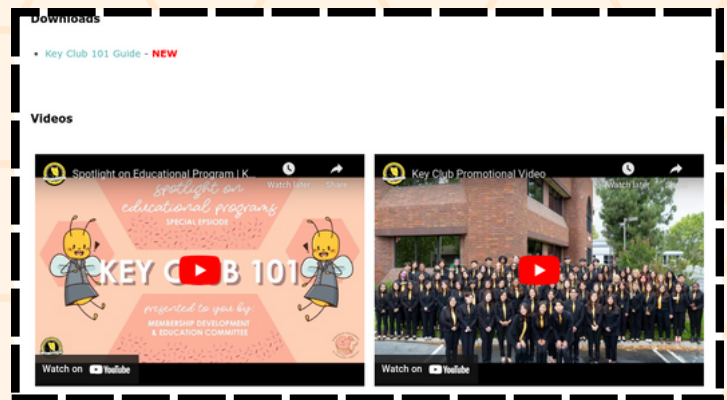


CNH Key Club's What is Key Club Page

JOIN KEY CLUB

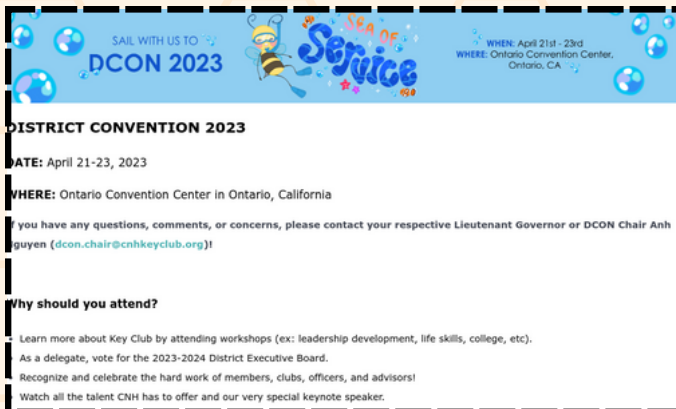
Provide specific steps for members to join your Key Club, such as filling out a membership form and paying dues!

Key Club 101!



ACTIVITIES

Include current/upcoming service events and fundraisers! For subpages, you can provide a page on how to sign up for events and the hours spreadsheet.

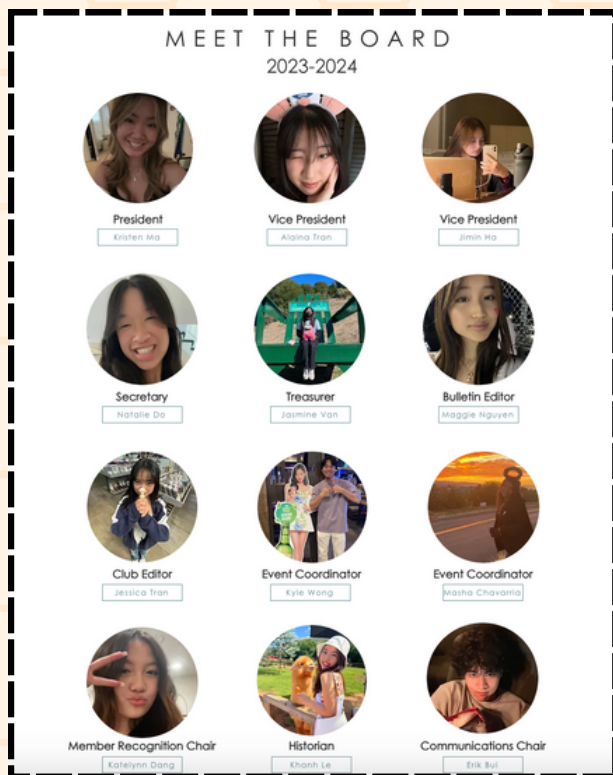


DCON
webpage
(2023)

CONTACT US

List the **contact information** for every officer and be sure to include a small description that members can refer to for contacting specific officers (ex: Contact the treasurer about questions about dues). Also, make sure to include all relevant club socials!

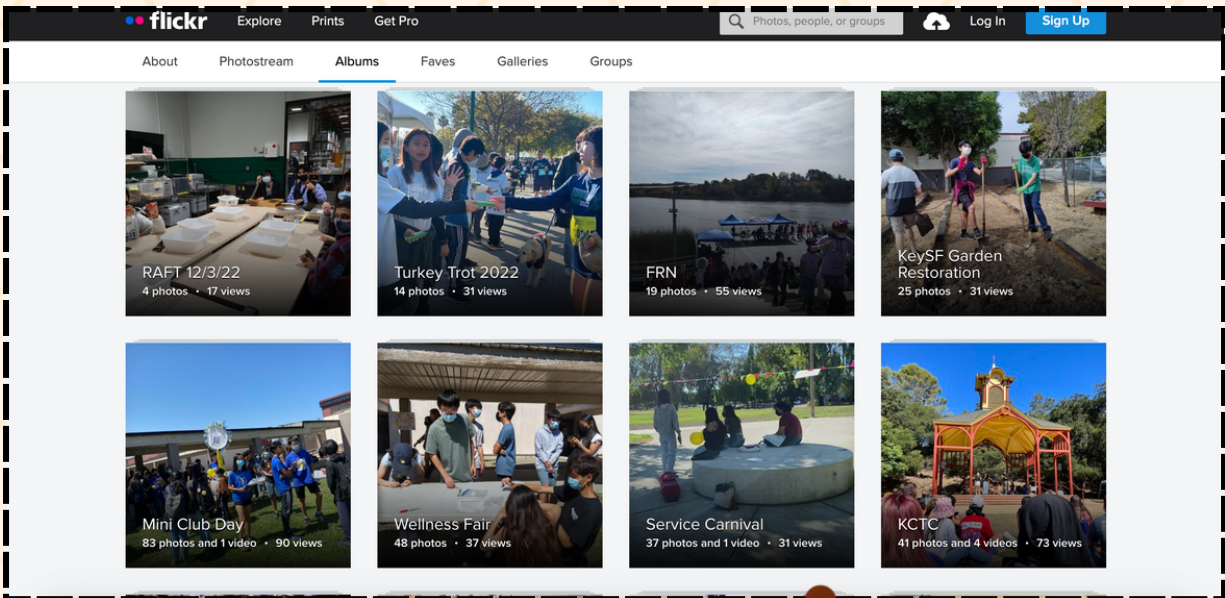
- **DO NOT** include phone numbers or personal social media accounts! (only club/division accounts)
- **DO NOT** include personal emails - only include ones dedicated to Key Cub!



Example from Santa Teresa Key Club!
Link each officer's contact in the page and consider adding club socials as well!

GALLERY

Add pictures from events throughout the year, such as service events, fundraisers, and FRN! We highly recommend you organize photos by year, although that is entirely up to you. If you have a Flickr, you can link the gallery to the Flickr.



Flickr example page from Piedmont Hills Key Club!



ADDITIONAL PAGES

LEADERSHIP TEAM



We recommend including information about your division leadership team in case members would like to contact them!

ARCHIVE



Here you can include all the past agendas, meeting slides, and even alumni! It can serve as a record for members and officers to look back on.

NEWSLETTERS



Feel free to publicize your club/division newsletters! Recently, Issuu has instated a limit on the number of pages available, so a great alternative is to embed the newsletters in the website using FlipHTML5.

CHEERS

List all the division cheers for the year for easy access during FRN season!



RECOGNITION

If your club has won division, district, or even international awards in the past, this is a great way to showcase your club achievements!



CNH Key Club's International Recognition Page



GRAPHIC STANDARDS

CNH Graphic Standards allow all Key Club websites to maintain a **unifying, professional look** across the District. Therefore, these standards are extremely important, even more so if you are planning on applying for the CNH club/division website contest where following the standards earns you points. If you are creating anything for the CNH District, you **MUST** abide by these Graphic Standards, whether it's a website, newsletter, or instagram graphic. CNH Graphic Standards includes the **CNH Logo, Wordart, Pencil, Fonts, and more.** For more information, check out the CNH graphic standards manual in the resources section!



Myriad Pro <small>Primary sans serif font</small>	Century Gothic <small>Alternate sans serif font</small>
Verdana <small>Alternate sans serif font</small>	Garamond Premier Pro <small>Primary serif font</small>
Goudy Oldstyle <small>Alternate serif font</small>	Abril Display Italic <small>Optional display font</small>

MAINTAINING A WEBSITE

Weekly:

- Be sure to use a calendar/planner to keep track of website updates.
- Make sure to include club, division, district, and international updates.
- Update the website to include up-to-date service events.

Monthly:

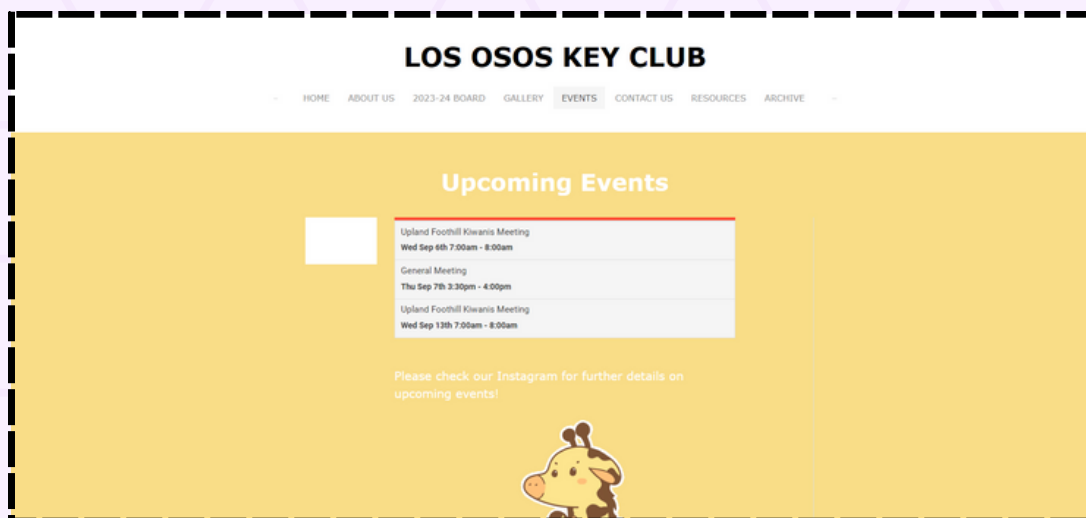
- Add new articles and visuals every month.
- For division websites: you can introduce a featured club/member/event section that updates every month.

Annually:

- Include information for annual events such as Fall Rally, District Convention (DCON), and International Convention (ICON).
- Optional: Include a seasonal theme such as one for Christmas or Halloween.

REVAMPING WEBSITES

To revamp a website means to **repair/rebrand the website after a period of inactivity**. Due to the various factoring that may contribute to a lack of updates, it is important to refresh the website so that it's up to date with club information and news. Because revamping takes more time and energy than maintenance, make sure to **plan ahead** and **take breaks** when needed!



Example from Los Osos Key Club: Widgets and extensions are a great way to automate website maintenance!

GENERAL STEPS

1. **Evaluate your current website** and decide whether to update the design or the actual content of the website itself. Discuss your idea with your officer board to incorporate their ideas!
2. Be sure to **follow CNH Graphic Standards** when updating your website, available in resources. This will help you incorporate the classic “Key Club” look for your website.
3. All websites are unique in their own ways, so don’t be afraid to **experiment with different layouts** and show off your creativity!
4. If possible, **reach out to previous tech editors** and ask for help! If not, set aside time to learn the different aspects of website design/development on your own!
5. Test your newly updated website on **multiple devices** to ensure accurate user experience across all platforms.

WEBSITE PUBLICATION

The best way to publicize your website is to **link it in your club/division social media bios!** That way, when new members discover your club, they can easily access the website. Make sure to also **publicize your website in newsletter, Instagram graphics, or Reflector groups,** especially when significant changes have been made!



CNH Key Club website promotion!

CONTESTS

Distinguished Club Website Contest

- Club websites that are creatively designed and consistently managed are eligible for this contest.
- Submissions are judged based on **a series of guidelines** that are updated every year.
- Submissions should be **updated consistently** throughout the term. There are three “checks” that should be updated before your website is reviewed.
- Each website can earn up to 100 points. Websites earning 80-89 points will receive the **Outstanding Club Website Award** and receive a certificate at the District Convention. Websites earning 90+ points will receive the **Distinguished Club Website Award** and a medal at the District Convention.

Distinguished Division Website Contest

- Similarly, the Distinguished Division Website Contest follows these guidelines.
- Websites will be graded out of 100 points. Scoring 80-89 will qualify for the **Outstanding Division Website Award** and scoring 90+ points will qualify for the **Distinguished Division Website Award**.
- For the full guidelines, visit the CyberKey (www.cnhkeyclub.org)

*Registration deadline for both contests is **September 21st at 6 PM**.
To register, visit tinyurl.com/2324cnhwebsite

FAQ

- Do I need to know coding?
 - No, you do not! There are plenty of website builders out there that don't require any coding but can still help you create a functioning, visually-appealing website!
- Do I need permission to create a website?
 - No, but make sure to check with your advisor!
- How can we ensure that our website is user-friendly?
 - You can have friends browse the website and provide feedback or create a feedback form that members can fill out!
- Are there any plagiarism considerations when using content on our website?
 - Yes, respect others' intellectual property! Try to use only royalty-free images and have your publicist design art if needed. Make sure you reword information taken from other websites!
- What if I need more help?
 - Do not be afraid to reach out to any member of the DTT! We're happy to help :)

RESOURCES

- **Key Club International Website:**
<https://www.keyclub.org/>
- **Cyberkey:** <https://www.cnhkeyclub.org/>
- **Graphic Standards Manual:**
<https://www.cnhkeyclub.org/images/Resources/Graphics/cnh-official-branding-guide-updated-2021.pdf>
- **Tech Editor Manual:** tinyurl.com/techeditormanual2324
- **Editor's Reflector (JOIN FOR CNH EMAIL UPDATES):**
https://docs.google.com/forms/d/e/1FAIpQLSegLySQ7BlnmFCnpRj2bMB9fKywRLuOSIAA0F_h791uShaj5A/viewform



ACKNOWLEDGEMENTS

The CNH Key Club District would like to acknowledge the following individuals who have contributed to this manual over the years:

- **Luis Herrera-Silva, District Technology Editor, 2020-2021**
- **Various Members, District Technology Team, 2020-2021**
- **Ashlyn Wong, District Technology Editor, 2022-2023**
- **Various Members, District Technology Team, 2022-2023**
- **Katherine Geng, District Technology Editor, 2023-2024**
- **Zhen Liu, District Technology Team, 2023-2024**
- **Jackie Wei, District Technology Team, 2023-2024**

THANK YOU FOR READING

