Club, District, and Zone Websites

A website is a great way to share information about your club, district, or zone and the work you're doing to improve people's lives. Use your website to spark people's interest in Rotary and inspire them to learn more and get involved.

These ideas can help you design a website that reflects Rotary's brand and shows your impact in the community and around the world:

- **Emphasize your activities.** Use images and videos that feature club members actively working together and having fun while making a positive change in your community.
- **Keep it simple:** People usually scan websites. Using bullet points and clear, direct language will help them see the most important information.
- **Feature calls to action.** Make it easy for non members to support your club, either through donations, volunteering, or becoming a member. Buttons and other clear calls to action can help.
- **Use Rotary's brand colors.** Refer to our color palette for color formulas.

Find the template to create your logo on the **Brand Center**.

Your club, district, or zone logo is made up of the Masterbrand Signature plus the club name, or the district or zone number. You can use either the Masterbrand Signature or the simplified version in your club, district, or zone logo on your website.

ELEMENTS OF AN ENGAGING WEBSITE

Logo
Use your club, district, or zone logo at the top of the site. You can also repeat it at the bottom.

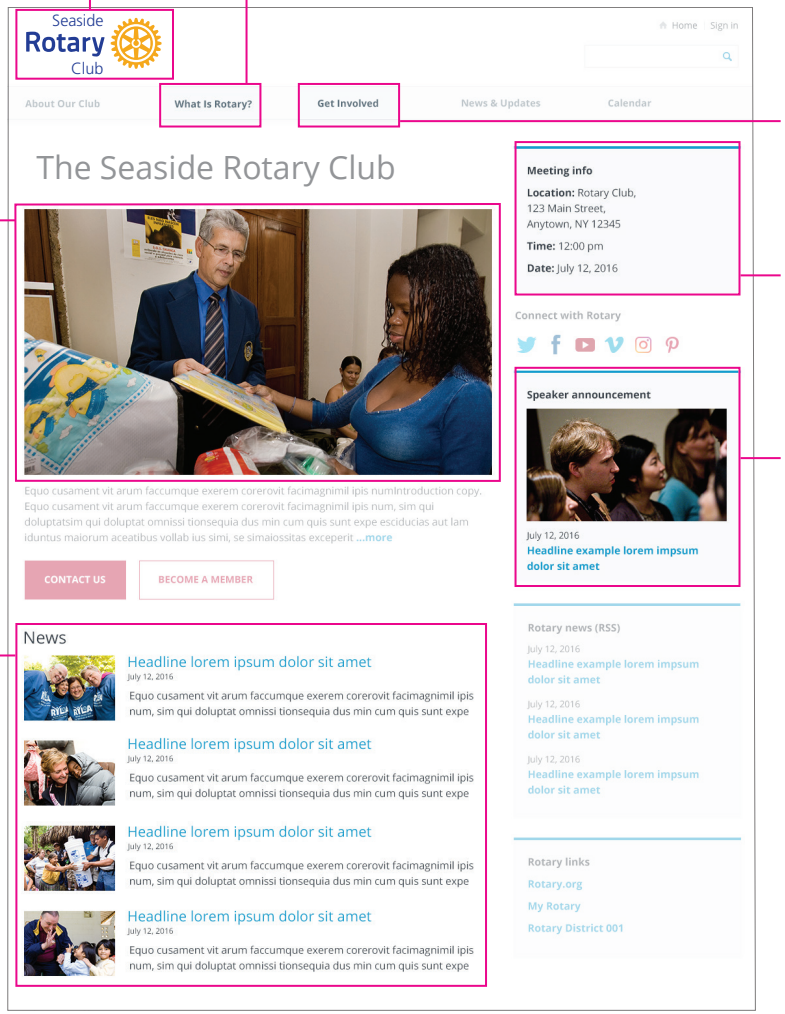
Find the template to create your logo on the **Brand Center**.

Images
Use photos that tell a story and that focus on relationships and community impact. Whenever possible, they should show more than one Rotary member and reflect our diversity.

Always get written and signed permission from anyone who appears in photos or videos that you use for Rotary purposes.

News & Updates
Tell people about your activities and projects and give them the latest news from your club, district, or zone. Include photos and stories about your work.

To show news about Rotary on your website, use **Rotary's RSS feed**.



What Is Rotary?
Talk about Rotary as an organization that makes a positive impact close to home and around the world. You can give an overview of Rotary, the causes we support, and The Rotary Foundation.

Get Involved
Invite people to volunteer for a project or participate in an activity. Provide information about causes or projects you want to feature.

About Your Club, District, or Zone
Include when and where your club, district, or zone meets, how to join, and who to contact for more information. Keep it updated so people can easily find you.

Calendar
Tell people about upcoming events. Include information about speakers, activities, and Rotary events.

Club, District, or Zone Logos

Club Name above or **Rotary** Club Name, District, or Zone below

Examples:

Rotary Club of Evanston

Toronto Rotaract Club

Rotary District 3310

Rotary Zone 8