



# CNH | KEY CLUB

*Cali-Nev-Ha Key Club*

## How To Create A Website Manual

Created by District Technology Team

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# introduction



**Hello Key Clubbers!** \*:·° ✧ \*:·° ✧

We're so excited that you are interested in building a website for your Club / Division! We understand that building a website can be a daunting task but our goal with this manual is to ensure that no matter how much experience you may have in website building, you will have a fully-functional and beautiful website for your members.

In this guide, we will discuss the significance of creating a website, what services you can use to build one, and what pages you will need to include. Additionally we will be covering over some other details to assist you in the development of your website.

If you ever have any questions, please don't hesitate to contact the District Technology Editor at

[dte@cnhkeyclub.org](mailto:dte@cnhkeyclub.org).

- District Technology Team

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# why build a website?

You may be asking yourself **how a website will benefit your club**. Having a website can serve as a valuable tool for your club/division if you advertise it. A website can help your club reach prospective members who are thinking about joining, or it can keep your current members informed and engaged in your club's operations. You can also use your website to archive your club's activity from previous terms. In all, your website can be whatever you need it to be and can help your club in numerous ways.

We at the District Technology Team hope that this information encourages your club/division to create a website of your own. If you would like any extra information or are seeking help in creating a website, feel free to reach out to the District Tech Editor at [\*\*dte@cnhkeyclub.org\*\*](mailto:dte@cnhkeyclub.org).

## website eligibility

Unfortunately schools can deny the creation of a website, so please be sure to contact the advisors to make sure that you have permission to create to have a website.

Additionally, please understand when you're building a website, you are to maintain it and update it consistently even when it is done.

# platforms

There are countless platforms where you can develop your website!

Choosing a robust and functional website builder is the first step to constructing your amazing website. While there are many different platforms that you can use to construct your website, we **recommend** using one of the four extremely popular website builders: Wix, WordPress, Squarespace, or Weebly. All of these website builders are robust and extremely simple to use. All of them use drag-and-drop interfaces that allow you to easily place elements onto your website exactly as they appear and require no coding experience. Each website builder has its own set of unique features that could benefit your experience in creating a website. So it's important that you experiment with different ones and select the one that you'll feel comfortable using.

The Wix logo, featuring the word "Wix" in a bold, black, sans-serif font. The letter "i" is stylized with a small orange dot.The WordPress logo, consisting of a circular icon with a stylized "W" and the word "WordPress" in a bold, black, sans-serif font.The Squarespace logo, featuring a stylized "S" icon made of three interlocking loops and the word "Squarespace" in a bold, black, sans-serif font.The Weebly logo, featuring the word "weebly" in a blue, rounded, lowercase font with a white outline.

**Note:** Please **do not** start with **coding** a website. We understand that it might be more fun and creative, but future website editors would possibly struggle to maintain it or even have to resort creating a new website.

# *design: layouts*

There are countless ways for designing and decorating a website and you might be confused on how to approach it. However there are two main methods people use to approach this problem.

One common method is to **use a template**. Most of the website building services offer templates that you can use to build a website. Templates simplify the process of designing your website as they provide a consistent framework for you to work with. Many templates already follow the principles of good web design which contributes to the overall uniformity of your website.

The other method is to **customize a website independently** and not from a template. Customization allows for creativity: you will be able to include whatever you want on your website. Customization will also make your website unique from other sites that were created using templates. Keep in mind that it takes longer to build a custom website from scratch in comparison to using a template.

Having a clear layout, whether it is customized or from a template is important because it guides readers through your website, and a good one will make the website easy to navigate. It will also help bring your website together, make it more professional, and appealing to the eye.

## design: cont.

### navigation bar

Every Key Club website should have a **navigation bar** that contains functioning links to any core or additional pages. The navigation bar should be accessible either at the top of every page of the website or as a hamburger menu that one can click to access the navigation menu. No matter what page you are on in the website, please make sure that there is a navigation menu available for the user to jump to any webpage from the navigation bar.

### colors and fonts

Before adding content to your pages, **decide** on **colors** and **fonts first** to make the process easier!

Try to choose colors that **relate** to your club/division. Consider your division color and school color (for clubs) as the main color of your website. Other colors should compliment your main color. Try to stick to 2-3 color to keep it consistent.

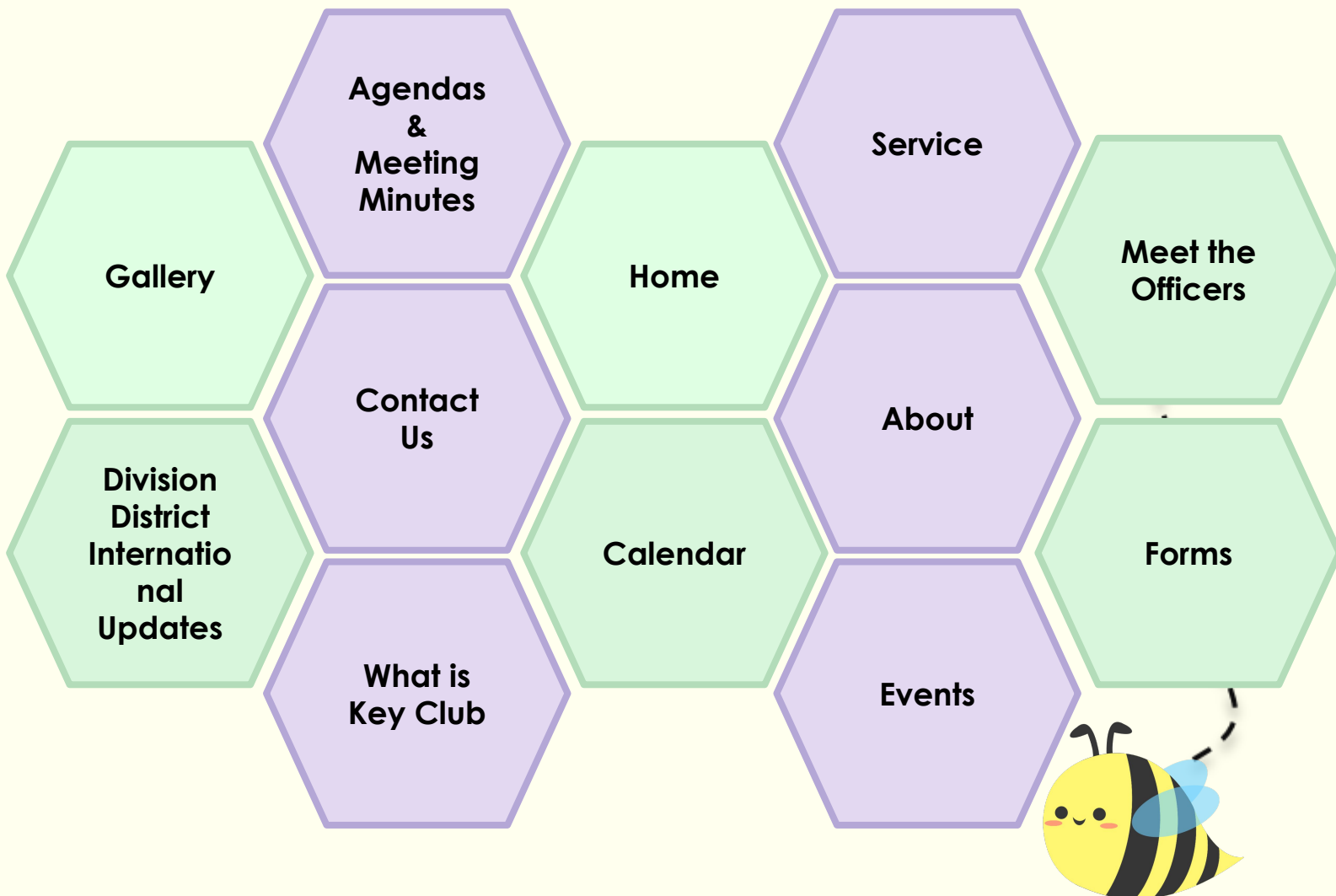
For fonts, make sure fonts are **graphic standard fonts**, such as Century Gothic or Verdana. Try to keep fonts styling and sizes consistent!

Refer to Standards/Requirements for more information.

# *core pages*

**These main pages are essential to your website! These are the pages that will help members and other visitors know what Key Club is all about, and what your Key Club has been up to.**

**There is no particular order for pages, but they are a general guideline to what a Key Club website should include**



## home

Your home page is the **main attraction** of your website! We recommend having a **slideshow gallery** displaying events such as DCON, DCMS, and service events. You can also add a **President's welcome** or a **LTG's welcome** elaborating on who they are and what Key Club means to them. Another attribute is a **Upcoming Services** section displaying upcoming events. Be more creative and think of new ideas to spice up your homepage.

## events

Show off Key Club's largest **annual events!** On this page, talk about major events like DCON, Fall Rally, RTC, etc... Also include pictures of members attending!

## calendar

Create a **calendar** page that includes all of your club's events. This page should include, but is not limited to, information about upcoming service events, fundraisers, and meetings.



## updates

Keep your club members informed by **posting updates** for your division, your region, CNH, and Key Club International. You can have information about upcoming service events, fundraisers, or DCMs.

## service hours [clubs]

Make it easy for members to track **their hours**! Embed a document (ex. Google Sheets) with members and their respective hours. Make sure sensitive information, such as phone numbers, are not on the sheet.

## about

This is the perfect place to inform your new members on what Key Club is and how the entire system works. The About page is perfect place for you to **describe any potent information about your club or division**, any award that your club or division may have won or an explanation of how the key Club system works.

## contact

Help members and other visitors on your website **reach out to your club** easily! Include contact information for such as emails, social medias, Linktree, and other methods of contact but please do NOT include Reminds!

## meet the board

**Introduce** your **club's board!** Include the name and position of each board member in your club/division. To graphically enhance your page, add a photos and short bios of each officer (make sure to leave out phone numbers)

## what is key club

Talk more about **what Key Club is**. Some examples of what you can talk about is explaining what CNH is or what values Key Club upholds.

## agendas and meeting minutes

**Display** all the **meeting minutes** and **agendas** you have for your DCMs. Please do not display links to the agendas and meeting minutes but rather display the meeting minute and agenda itself on your page.

## forms

Gather **all the resources a member may need!**  
Display the different forms that will be necessary to participate in different events. (ex. membership forms, medical forms, photo release forms)

## gallery

Let people know what Key Club is all about! Grab people's attention with **pictures** of members at different events, doing service and having fun. Make sure to find a way to label pictures with the event and its date!

# additional pages

There are lots of other pages you can include in your club/division website aside from core pages! The following pages are optional but can add to your website & make it more unique!

## recognition

**Show off the hard work** of your club & its members! On the Recognition Page, you can include club, officer, and member awards on the International, District, and Division level.

## cheers

Make it easy for members to learn and participate in cheers! On the Cheers Page, you can **include the regular cheers** (ex. How Do Feel, Remix, Spirit Battles), Booster Cheers, and Fall Rally Cheers.

## cnh history

Teach members **about the history of our District!** Include fun facts like “When was CNH founded?” or “What preferred charities do CNH use?”

## newsletters

Make your club/division/district **newsletters** (if applicable) **accessible for members**. Make sure to embed the newsletters, rather than linking them

## division leadership team

Help members learn about and feel more connected to your **Division** by **introducing** them to who's on the **board!** (this is a core pages for divisions)

## district leadership team

Help members learn about and feel more connected to our **District** by **introducing** them to who's on the **board!** (can be found in CNH website under resources)

## and more!

Remember, your website is **not limited to the pages listed in this manual!** Feel free to add any page that you think will bring your website together! Have fun with it & **BEE CREATIVE.**

# standards/requirements

## Graphic Standards

As your website is a key club product, adherence to graphic standards is necessary to maintain uniformity with the CNH Key Club and Key Club International brand. All fonts, colors, and graphics must follow the district graphic standards. Please refer to back to the Cyberkey to review CNH Graphic Standards or click [here](#).

<b>NEW</b>  Myriad Pro  <small>Primary sans serif font</small>	  Century Gothic  <small>Alternate sans serif font</small>	  Verdana  <small>Alternate sans serif font</small>
<b>NEW</b>  Garamond Premier Pro  <small>Primary serif font</small>	  Goudy Oldstyle  <small>Alternate serif font</small>	  Walk Around The Block  <small>Optional display font*</small>

## Required Logos

In addition to the core pages, we require that you have the CNH Logo and Key Club International Logo in your website as well as functioning links to the CNH Cyberkey and Key Club International Website. One common implementation is to embed the respective links into the logos. For example, click the CNH logo or Key Club International logo to be directed to their websites.



# *standards/requirements*

Please also build your website for a mobile layout in addition to the typical desktop layout. As mobile devices are an increasingly accessible tool for us to quickly access the internet you want to make sure that your website is also friendly to those who cannot access your website from a computer or desktop interface.

With exceptions to emails, please do not include any personal information such as phone numbers, personal social media accounts, and reminds. In addition, any private information pertaining to the club such as zoom links or spreadsheets with member/officer information should not be included. Having such information publicly displayed on a website could potentially risk the privacy of your members.

Please do not include any images or design elements that would result in copyright infringement. We want your website to be authentic and original.. While it is acceptable to draw inspiration from other websites, it is not permissible to violate copyright laws.

Please make sure to follow Proper English Grammar Rules. While mostly a matter of simply proofreading, having grammatical errors on your website can deter attention from your members and can make the website feel unpolished.

# resources

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## District Executives

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## District Administrators

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## Links

[CNH Cyberkey](#)

[Key Club International Website](#)



# *frequently asked questions*

## **Do I need any experience in website building to construct a website?**

No, you do not need any experience in website building to create a website for your club or division. In fact, most of the people who construct key club websites have no prior experience in building websites. That's why we've designed this manual from the perspective of someone who has no prior experience in website development.

## **Can I build the website through code rather than using a builder?**

While it is possible to construct your website through manual coding through HTML, CSS, and JavaScript, we highly recommend that you do not build your website through manual code. Even if you may have experience, future editors of the website may have a difficult time maintaining it and might ultimately end up having to create an entirely new website.

## **Should I use a custom domain?**

If your club/division can afford to purchase a custom domain for your website, we highly recommend you use a custom domain. Having a custom domain makes it easy for your members to remember the link to your website, making it more accessible to your members.

## **Am I only restricted to the colors that pertain to my school or division?**

No, you are not limited to the colors of your respective school or division for a club website. However, we highly recommend that you do attempt to make some connection either between your school or club to ensure that your members can associate your website with your school/Division. If it is a division website, then you must adhere to division colors to ensure that your website fully represents your Division.