

Basic Components for a Viable Website

Premise: A website is simply a gateway for others in your community and the world at large to learn about your organization. It is good to have a concise message, enlightening information and an enticing presentation. A website is only as good as the information posted to this medium.

Domain Name: The domain name (www.yourname.org) is the website address that is typed in the world-wide-web portal window. The owner of the website can be creative, but it is common practice to have an address that is short, and can be remembered by a large group of people. If people can not remember the address...they will never find your website.

Greeting Page: This page allows the administration, staff, executive board or leaders of the organization to “greet” the visitors to the website and organization. Sometimes the “mission statement” could be included in the greeting. No definite format has been established but these components need to be addressed in the splash page or listed separately on succeeding pages of the website.

- Mission Statement
- Contact Information
- News
- Activities
- Feedback Form
- Directory (Membership and/or Administrative staff)
- Information specific catering to the type of organization
- Artwork, Pictures & Videos
- Commentary
- Opinion Polls
- Guestbook

Education: Above all use the website as a communication tool. This communication tool can distribute vital information to all members of the organization and abroad....instantly. Also, the opposite is true. Members can communicate with the leader and administrative staff. A website is a visual extension of email. It also can be used as a commerce tool to support the thrusts of your organization.

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