



**Kiwaniis**  
OHIO DISTRICT



2017-18 Ohio District Kiwanis PR  
Website Contest Criteria

This contest is designed to encourage clubs to have an active and dynamic web presence for the community to easily find and connect with. Websites will be judged based on the following criteria:

Name: \_\_\_\_\_ Club: \_\_\_\_\_  
Email: \_\_\_\_\_

**Required Minimum Criteria:**

- \_\_\_\_\_ Live club website. Web Address: \_\_\_\_\_
- \_\_\_\_\_ Correct Kiwanis logo & use of Kiwanis International brand guidelines
- \_\_\_\_\_ Current club contact info (email & phone for at least one point of contact)
- \_\_\_\_\_ Club meeting info (location and day/time)
- \_\_\_\_\_ Photos/video present
- \_\_\_\_\_ List of club activities, past and future
- \_\_\_\_\_ Links to other K-Family websites (Service Leadership Programs, District, International, etc.)

**Recommended Criteria:**

- \_\_\_\_\_ Links to clubs' social media
- \_\_\_\_\_ Links to other local groups (Chamber, CVB, other clubs, city, schools, etc.)
- \_\_\_\_\_ Links to your club website from other local groups (Chamber, CVB, other clubs, city, schools, etc.)
- \_\_\_\_\_ Properly linked to from the Kiwanis District and International websites
- \_\_\_\_\_ Found within the top two pages of search results on Google when searching for: "club name or city/area Kiwanis"
- \_\_\_\_\_ Club Webmaster or Communications/PR Chair. Name: \_\_\_\_\_
- \_\_\_\_\_ Attendance by a club member at District Mid Year PR forum or any District webinar
- \_\_\_\_\_ List event & 1 attendee: \_\_\_\_\_
- \_\_\_\_\_ Promotion of K-Family month and/or Kiwanis One Day

Other judging criteria will include: overall design theme of the site, easily navigable, inviting to visitors.

Email completed form to ODKI.PR@gmail.com or mail to: Ohio District Kiwanis - PR Contest, 941 Chatham Lane, Suite 326, Columbus, OH 43221. Deadline for all entries to be received is September 30, 2018.

*Kiwanis International is a global organization of volunteers dedicated to improving the world one child and one community at a time.*