

2016-17 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,

____ 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 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, 2017.