



How to Manage a Successful Website through DACdb

Expand our Reach!

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2023-24 President, Vermilion Rotary Club

Rotary
District 6600



Why should my club have an online presence?

To expand your reach and spread the word about Rotary and your club's mission

To attract new members

To have conversations about your cause on a larger scale

To grow a network of partners and volunteers

To engage with donors and raise funds

To keep your existing community aware

ONLINE PRESENCE ASSESSMENT

- How are active clubs in District 6600 communicating to members, prospective members and the broader community?
- “Online Presence” is the existence of a club online via web search, including
 - Websites
 - Social media (*Facebook, Instagram*)
 - Online publications (*newspapers, chamber newsletters*)

OUT OF 62 ACTIVE CLUBS IN OUR DISTRICT...

57 have a
Facebook
Page
(92%)

37 have a
website
(60%)

8 have an
Instagram
Feed (13%)

QUALITY OF A CLUB'S ONLINE PRESENCE

- Deep dive into the quality of each club's website and social media
 - Can the club be found by someone who's interested in attending a meeting?
 - meeting information with location and time
 - Does the club appear to be active and operational?
 - Is the club producing unique content, suggesting they exist
- Using a traditional A thru F grading system, each club's online presence was evaluated as follows...

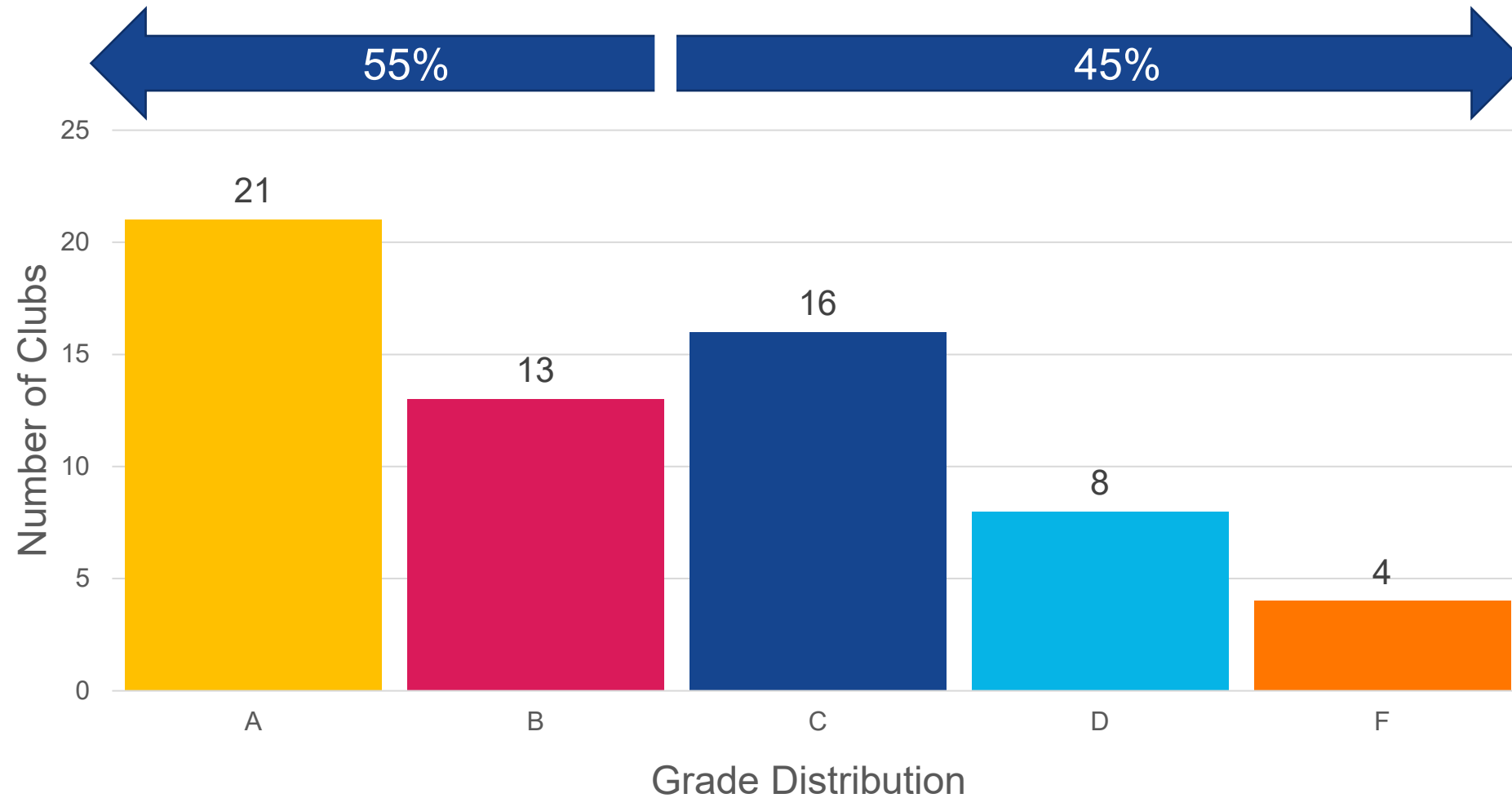
QUALITY OF A CLUB'S ONLINE PRESENCE

Grade	Online Presence Subjective Criteria
A	Website and Facebook are current. Club is active and it's easy to figure out how to attend a club meeting.
B	Meeting info isn't straightforward and easy to find. Website exists but content is dated. Facebook has some current content.
C	Online presence exists but is limited. Meeting information is unclear or difficult to find. Online content has not been updated in the last 4-6 months.
D	Facebook is the only online presence. No information on meeting.
F	No online presence. Unclear if this club exists.

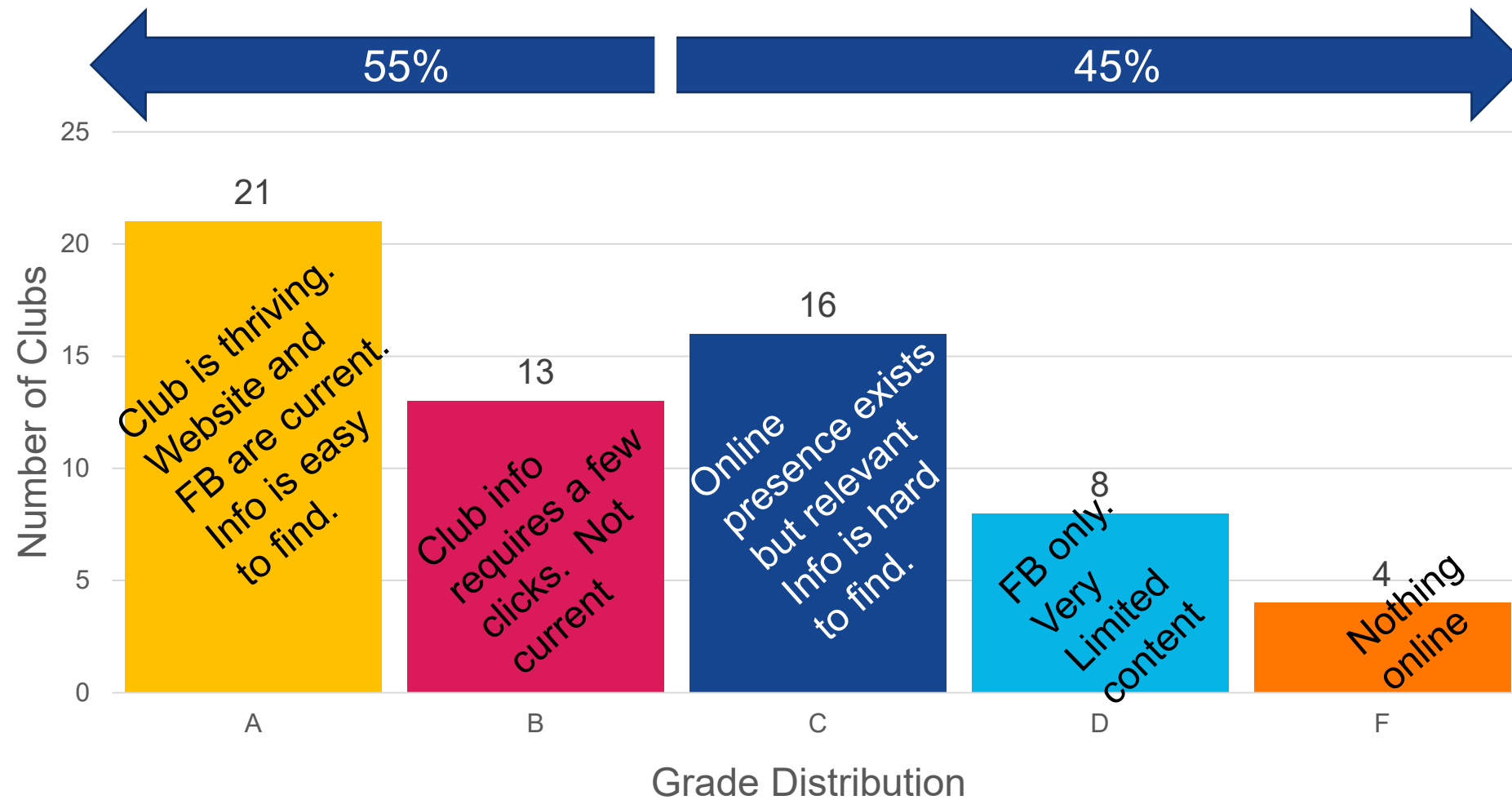
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D6600 CLUB ONLINE PRESENCE GRADES

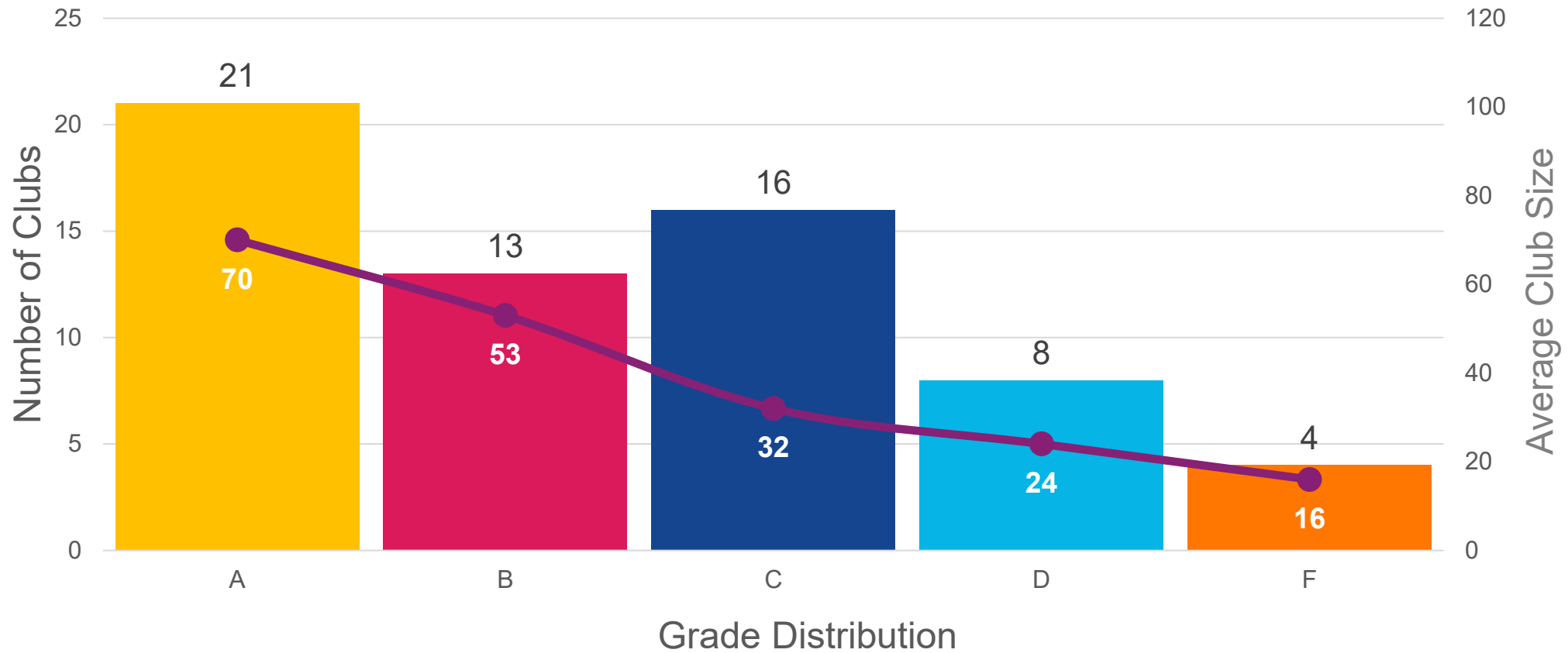


D6600 CLUB ONLINE PRESENCE GRADES





ONLINE PRESENCE GRADE V. AVERAGE CLUB SIZE



TOOLS USED FOR WEBSITE DEVELOPMENT

Software Management Systems for Clubs

- DACdb and ClubRunner contain modules that enable clubs to develop websites that are fully integrated with club data; membership, schedules and meeting data.
- District 6600 has purchased DACdb for club management within the district.

Website Platform	Club Count
DACdb	15
ClubRunner	7
Other Platforms	15

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- 50% of clubs who use alternate platforms still successfully integrate with their club's software management systems.
 - These websites often require double bookkeeping of club calendars and typically more expensive
- Remaining 50% have static websites that clearly haven't been updated.

SOCIAL MEDIA STATS



- Facebook
 - Out of the 57 clubs that have a Facebook page, 46 keep the content current.
 - 11 clubs exclusively use Facebook and do not maintain a website of any form.

If FB is your only method of maintaining an online presence, be sure your club's Facebook Page includes the day, time, and location of meetings.

- Instagram
 - 8 clubs have an Instagram page

If you're targeting a younger audience for membership, this is an easy and quick way to show that your club is active and fun.

ASIDE ON ROTARY BRANDING

- 50% of District 6600 clubs with an online presence use the logo correctly on their website and Facebook.
- There are several clubs that don't use any logo whatsoever. From a "Rotary Brand Awareness" standpoint, this is grim.
- My Rotary Brand Center (brandcenter.rotary.org) has excellent training on the dos and don'ts, as well as how to appropriately use the club and RI logos that are available for download.



WHY IS A CLUB WEBSITE SO IMPORTANT?

- A website creates credibility for your organization. It says “you’re legit”.
- It’s difficult to communicate what your club does and who it is purely through the constraints of Facebook posts or Instagram feeds.
- Facebook and Instagram are *marketing tools*, while a website is your *home base*.
- The combination of a website and social media is a one-two punch for a club's public image.

Share info within your club



Show people how to get involved with your club and RI



Keep the public informed about the great work you’re doing

WHAT DOES IT COST TO HAVE A WEBSITE?

- The annual cost of a website through DACdb is as follows:

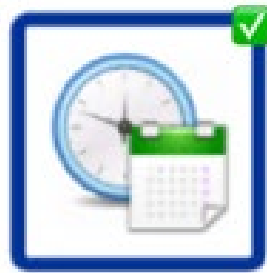
○ X-Small (1-20 members)	\$125
○ Small (21-40 members)	\$195
○ Medium (41-75 members)	\$295
○ Large (76-150 members)	\$345
○ X-Large (151+ members)	\$395
- There is a one-time setup fee of \$99.
- Domain management is \$35/yr or \$150/5 yrs.
- Your club is offered a 30-day free trial before you begin paying.

DACDB CLUB DATA = WEBSITE CONTENT

- Creating a website with DACdb is simple and requires no previous experience with coding or websites.
- If your club keeps their information current in DACdb, you have all the basic content necessary to build your website.
- Once you've set up your website, the info that your club maintains in DACdb will flow into your website automatically.



Club Members



Calendar

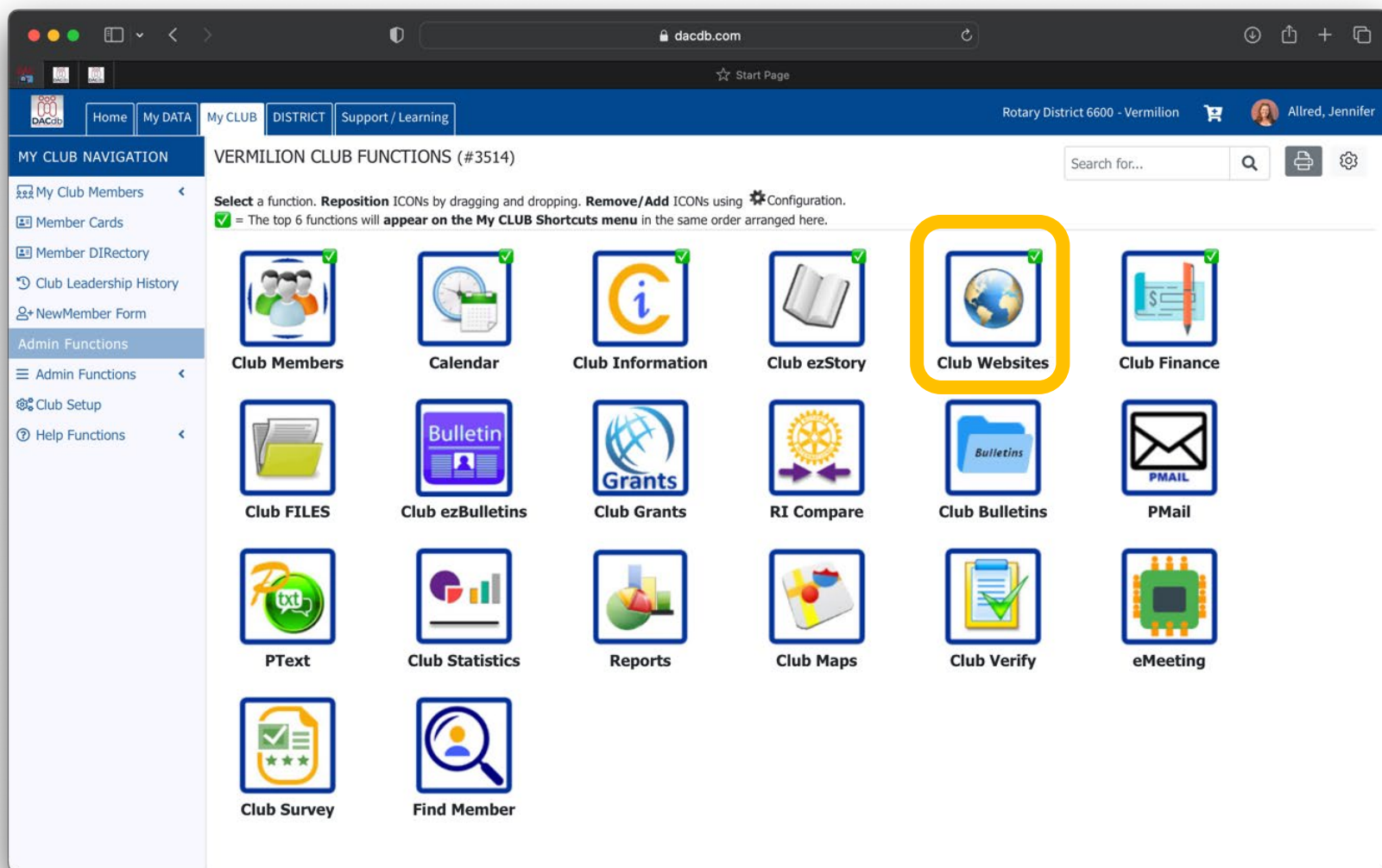


Club Information

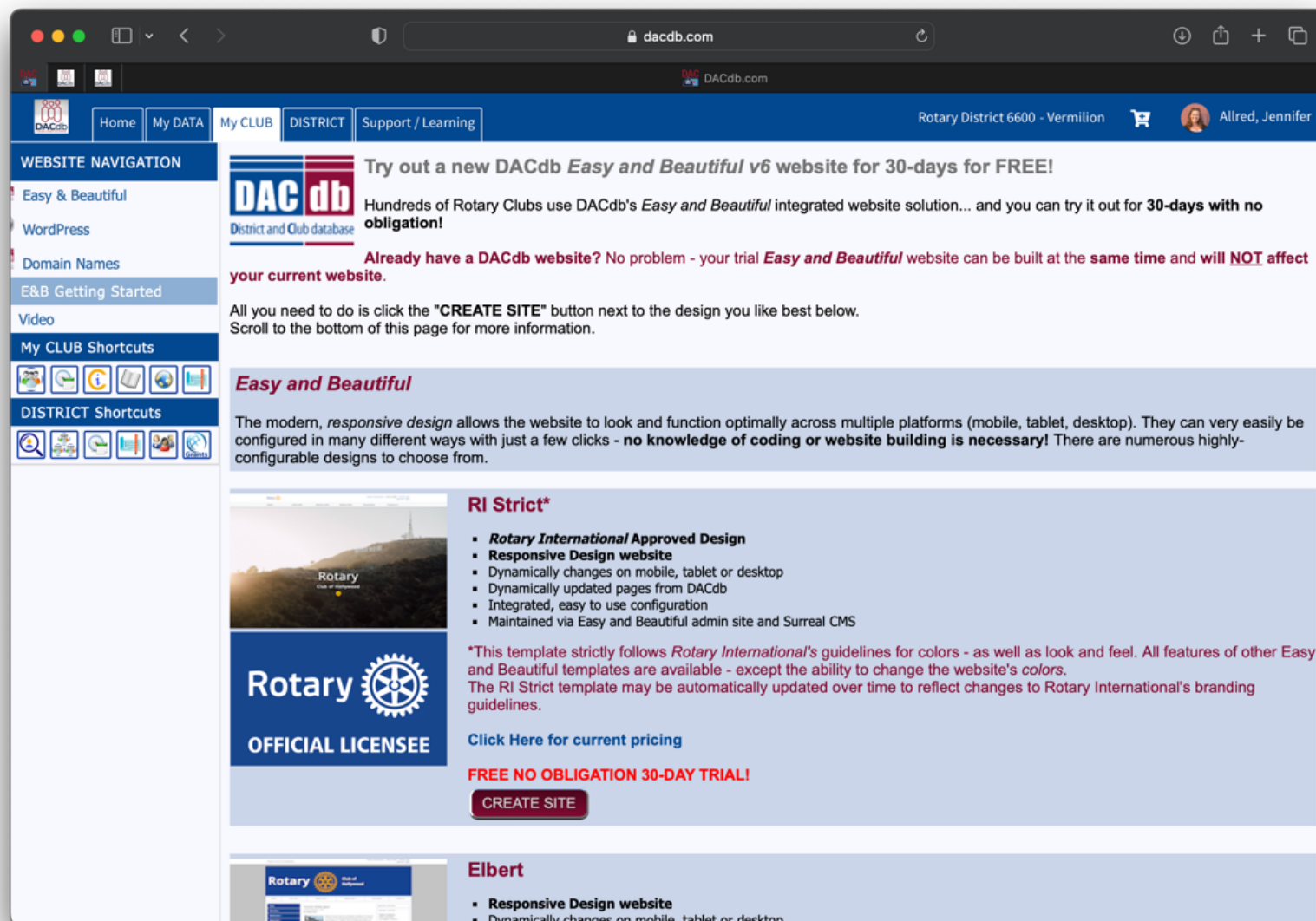
NOT MAINTAINING DACDB, BUT YOU REALLY WANT A WEBSITE?

- Before you begin a free website trial in DACdb, get your data current in DACdb.
 - Find a club member who's willing to update membership (including officers), calendar and club information. Give them a deadline (couple of weeks or a month) and begin your website trial when they've made some progress.
- Make sure your club leadership is aware of your plans to initiate a trial website!
- Prerequisite to start a trial purchase of a DACdb website:
 - Any club officer (Level 4)
 - Club member with a Level 3 Designation
 - Club member with Webmaster designation

CLUB WEBSITE ICON IN DACDB



CLUB WEBSITE ICON IN DACDB



- 6 predesigned templates with differing color themes and designs.
 - Vermilion Rotary uses “Antero”, which uses bold boxes to contain webpage elements.
 - Oberlin Rotary uses “Bianca”, which uses a lot of white space and is more subtle.
- Don’t fret over which template to start with, just pick the one that appeals to you.
 - It can be easily changed at any time.

DOMAIN MANAGEMENT

- When initiating the 30-day trial, there will be a question about domain management.
- Your domain is the name of your website.
 - Lorain's is www.lorainrotary.org
 - Freemont's is www.fremontrotaryclub.org
 - Marion's is www.marionohrotary.org
- If you're just starting, select "I Don't Know" in the pull-down menu next to "Domain Management".
 - You can figure out your domain name at the end of your trial period.

STARTING YOUR 30-DAY SUBSCRIPTION

DACdb CLUB SUBSCRIPTION CENTER: Vermilion
The New Subscription Center includes modules available for purchase, your shopping cart and your current subscriptions.

Modules Available for Purchase
* = Pricing based on Club size [View Pricing & Payment Policy]

- Domain Name Registration \$35 Annual [Add to cart]
- Domain Name Registration \$150 5 Year [Add to cart]
- Email Forwarding (Groups of 5) \$36 Annual [Add to cart]
- Engagement \$145* Annual [Add to cart]
- Extra Training - Finance \$99 One Time [Add to cart]
- EZ Website \$195* Annual [Setup: \$99] [Add to cart]
- Finance - Add Account \$119 Annual [Add to cart]
- MyEvent \$99 One Time [Add to cart]
- PText (rechargeable/per recipient) \$ 0.02 [Add to cart]

Subscription Cart

Order Summary

Item	Setup	Price
EZ Website TRIAL [Remove]	\$0.00	\$0.00
Total Cost (w/ Setup): [Remove All - Reset Cart]		\$0.00

[Subscribe]

Active Orders or Recurring Club Subscriptions

- Finance (ID:2045) - Expires: 24-Sep-23 \$82.16 [✓]
- EZ Website (ID:3235) - Expires: 24-Sep-23 \$374.00 [✓]
- Domain Name Registration - rotaryclubvermilion.org - Expires: 24-Mar-24 \$35.00 [✓]

District Subscriptions Enabling Club Access

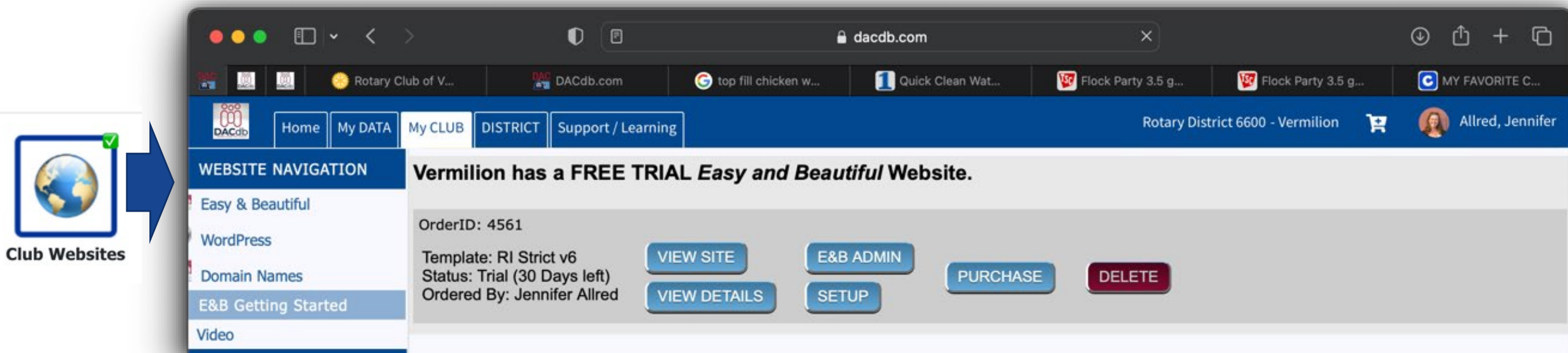
- DACdb Usage (2501-3500) - Expires: 01-Jul-23 [✓]
- Grants - Expires: 01-Jul-23 [✓]

Rotary Elbert

- The 30-day trial will be added to your “Subscription Cart” where you will be prompted to subscribe.
- Once you click the Subscribe button, your 30-day trial has started.

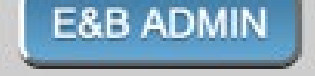
ACCESSING YOUR NEW WEBSITE

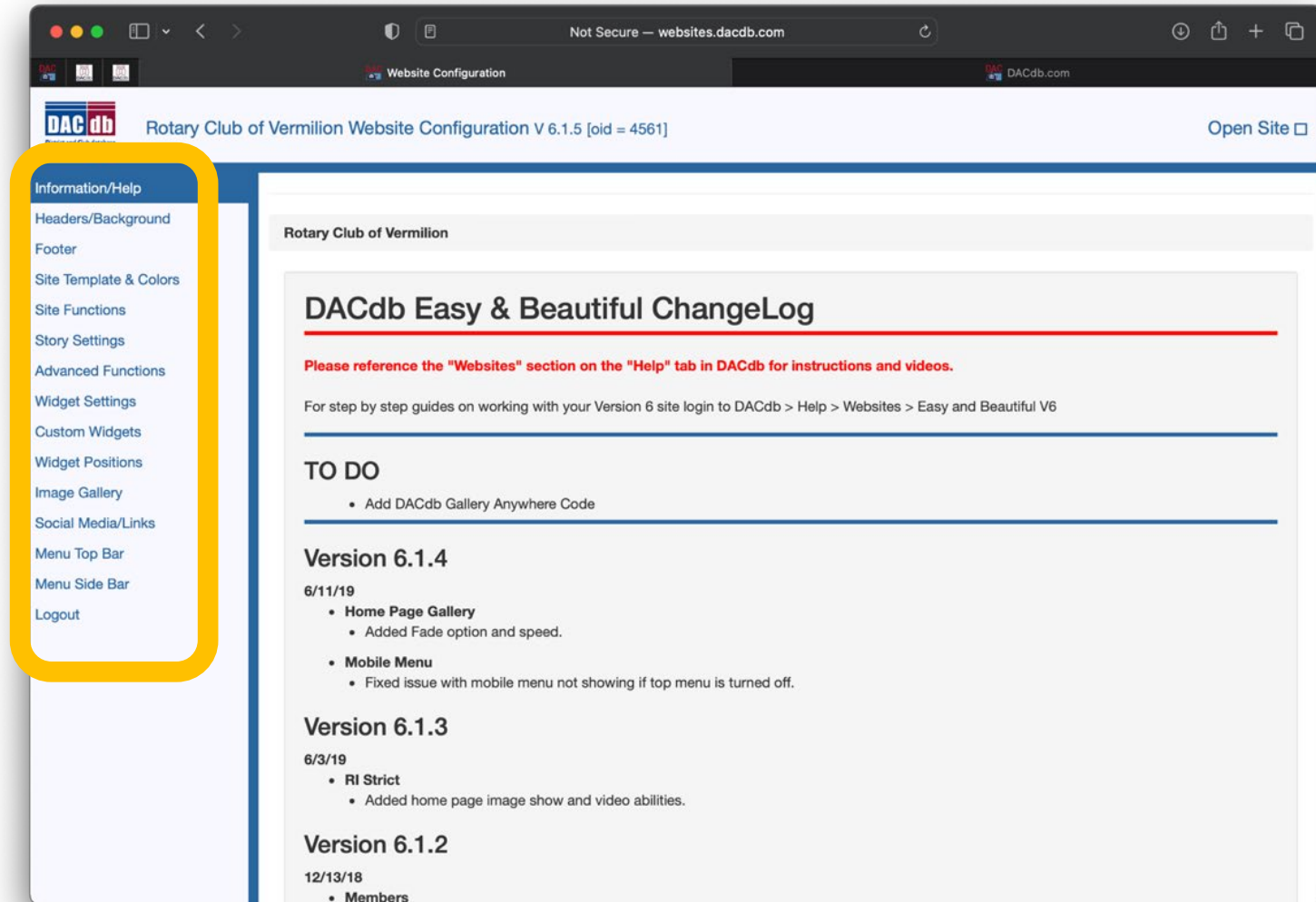
- After initiating a subscription, this is what you'll see anytime you select the "Club Website" Icon



- "View Site" will show you a preview of what your site looks like right now.
- "Setup" will give designated club members access to modify your website.
- "E&B Admin" is where you'll go to customize to your website.

I HAVE A WEBSITE, NOW WHAT?

- Select the  button to begin customizing your website.
- The menu on the left side of the screen covers all the changes you can make to your website.



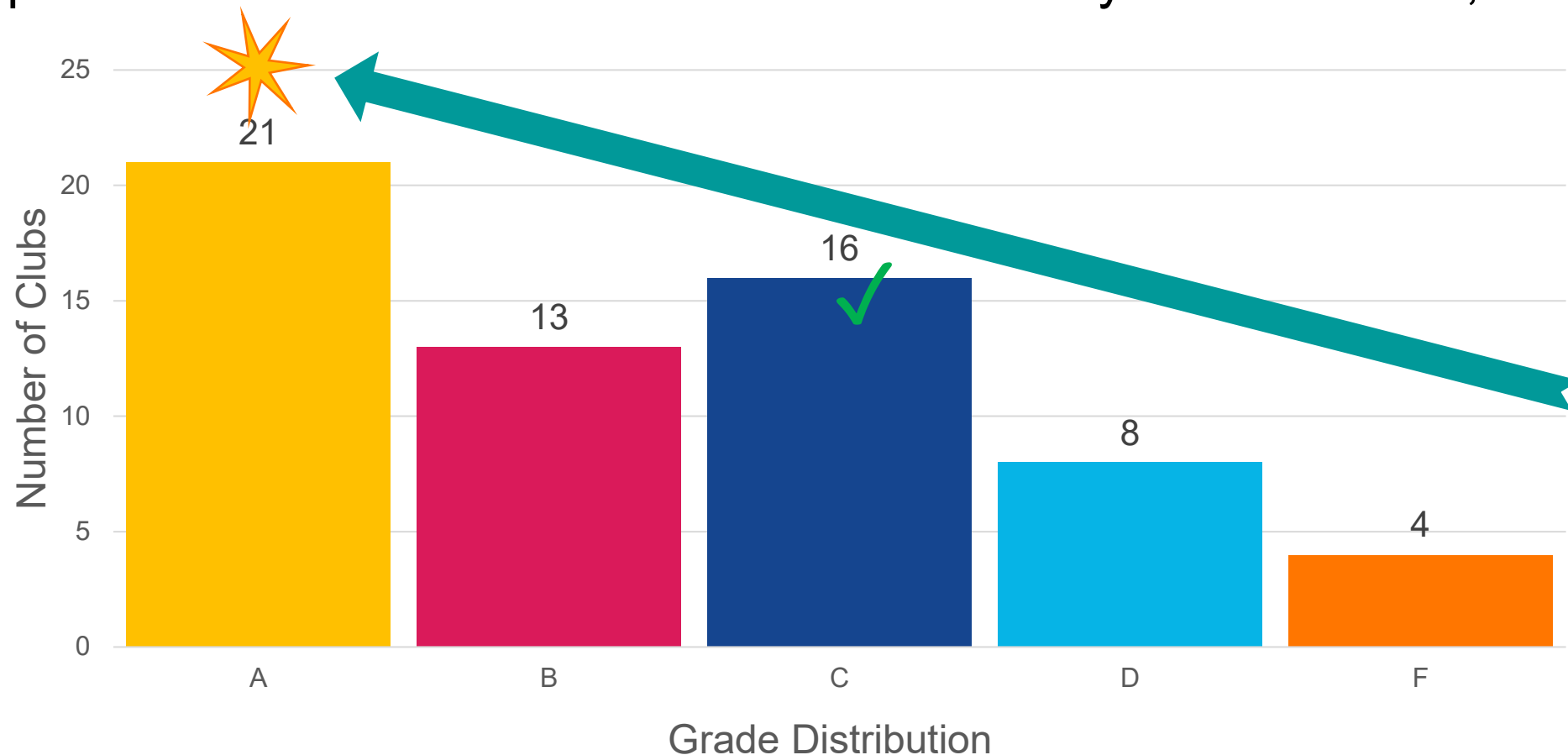
DACDB TRAINING

- To access website instructions and training, log into DACdb and click the “Support/Learning” tab.
- The menu on the left includes a file structure. Scroll down to “Websites” and click the “plus” block to expand. Then click the plus block next to “Easy & Beautiful” to expand.
- There’s a wealth of written material, including step-by-step instructions to assist with customizing your website beyond the basic template.

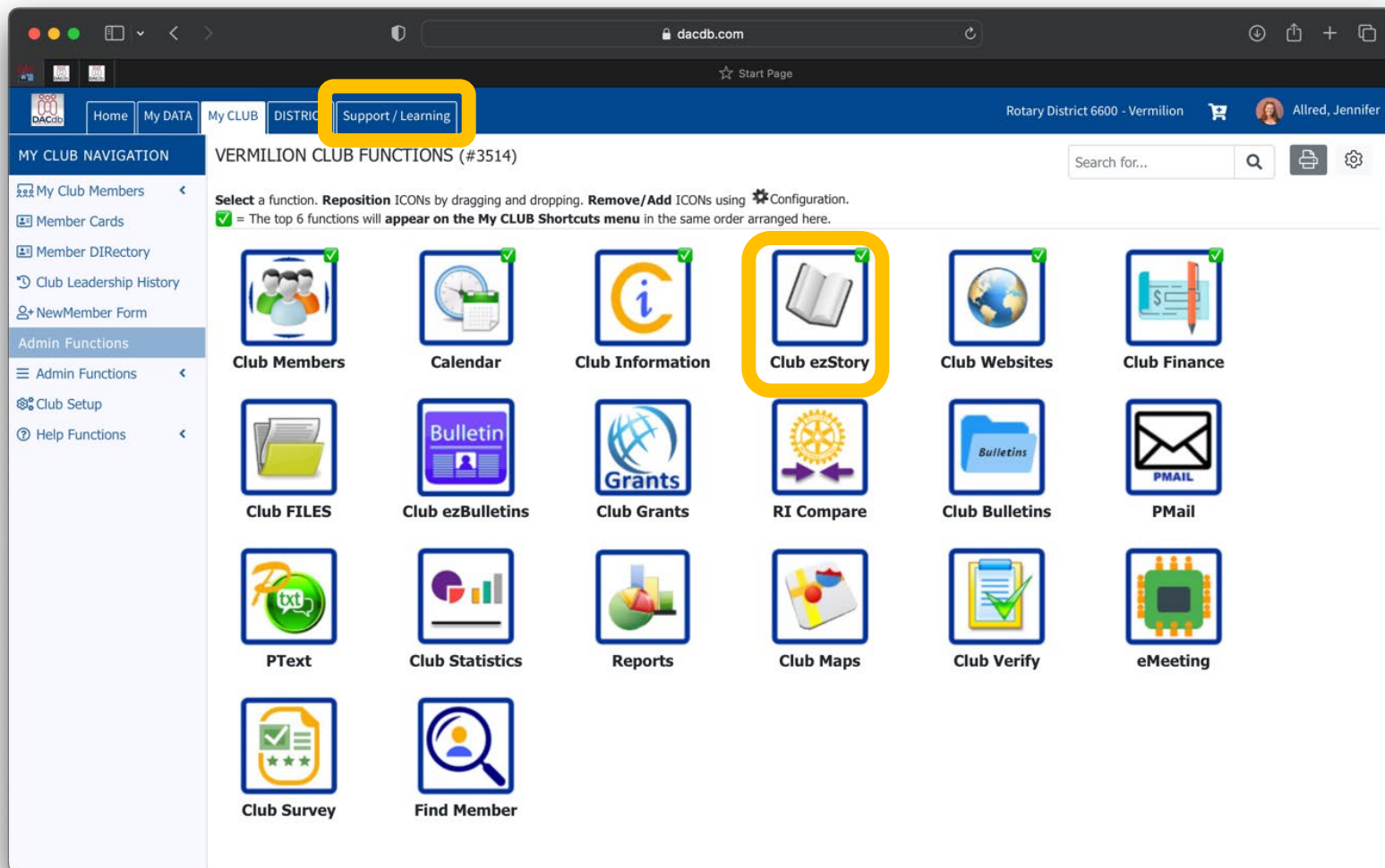
The screenshot shows the DACdb website interface. The top navigation bar includes links for Home, My DATA, My CLUB, DISTRICT, and Support / Learning (highlighted with a yellow box). The left sidebar menu is expanded, showing a file structure under 'Websites' with 'Easy & Beautiful' highlighted and its sub-items expanded. The main content area displays the 'DACdb Support for Rotary' page, featuring a search field and a section titled 'Easy and Beautiful - Getting Started with version'. Below this, a video player is shown, displaying a video titled 'DACdb U - Easy and Beautiful Websites' for the 'Rotary Club of Hollywood'. A yellow speech bubble points to the video, stating: 'The overview video under the “Getting Started” section is an excellent place to start!'. The video player includes a progress bar and a 'vimeo' logo.

IMPROVING YOUR ONLINE PRESENCE

Creating a club website is a huge step towards building an online presence. The next step is to create content that lets the world know you're a vibrant, active club!



CREATING CONTENT FOR YOUR WEBSITE



- ezStory is how you add unique content to your DACdb website.
- It is the most powerful tool in DACdb when it comes to showing what's going on with your club.
- DACdb has excellent guidance available for showing how to create stories under the “Support/Learning” tab.

Although you can use ezStory to write “stories” for your website, you can also use it to give a Club President’s message, share meeting minutes, make announcements, load graphics pertaining to an upcoming event, post photos... the options are limitless.

USING YOUR CLUB'S TALENT

Got Writers?

- Develop written content such as news articles
- See Oberlin and Tiffin Club websites

Got Photographers?

- Convey club actions through photos and captions
- *Also try the Gallery Widget on your DACdb website*

Got Graphic Designers?

- Create ad-style content for your webpage
- Stay tuned for Sharon Trabbic's Canva overview next!!

Got Note Takers?

- Include simplified meeting minutes on your webpage
- *Also try the Bulletin feature on DACdb*


Everything will funnel through ezStory

Vermilion's Website takes advantage of members who like to create visual content...

Presenting the VERMILION ROTARY First Annual

A Night of TV Trivia

Test Your Knowledge & Win Some Cash



Thursday September 14th from 5-9 pm
at German's Villa

Feast! Play! Support Rotary!

Use the QR code to learn more and reserve your team

VERMILION ROTARY CLUB PRESENTS
2021 INTERNATIONAL COASTAL CLEANUP

SHEROD PARK BEACH CLEANUP

SATURDAY, SEPTEMBER 18 | 8:30 - 11 AM

JOIN US TO CLEAN UP OUR BEACH!
SIGN IN AT THE ROTARY TENT IN THE SHEROD BEACH PARKING LOT.

We encourage you to bring your own gloves, buckets and garden rakes.

Questions? Call Jen 575.640.3688

Vermilion Rotary Club Presents

OLIO FOR POLIO

Donate \$25 or more toward polio eradication before Oct 1 and receive a 375 ml bottle of olive oil from The Olive Scene

END POLIO NOW

VERMILION CAN HELP TURKEY-SYRIA EARTHQUAKE SURVIVORS



Rotary Club of Vermilion is collecting Disaster Response Funds to provide relief to earthquake victims. Even small donations make a big difference.

Email vermillionrotary3514@gmail.com or call 575-640-3688 if you'd like to make a donation.

Rotary Club of Vermilion

VOLUNTEERS NEEDED

EVENING BEACH CLEANUP AT SHEROD PARK

Tuesday August 23
5 to 7pm



Stick around and enjoy S'mores after

We encourage you to bring your own gloves and

Questions? Call Jen 575.640.3688

visit www.vermillionrotary.org

love birds? come check us out.



The Vermilion Rotary Club is excited to host Rob Swindell of the Black River Audubon Society as he talks about birding in Northern Ohio. He will share his own birding experiences and give tips on enjoying wildlife in the area.

Join us at Ritter Public Library, Downstairs Room A at 12:00 on 7/6. Free and open the public.

STAY TUNED TO WWW.VERMILIONROTARY.ORG FOR MORE UPCOMING EVENTS

Rotary Club of Vermilion

SAVE THE DATE... A ROTARIAN IS GOING TO SPEAK!

MIQUETTE MCMAHON

COME LISTEN AS SHE SHARES HER PERSONAL STORY OF HOW ROTARY GIVES HOPE AND RESTORES DREAMS

FREE & OPEN TO THE PUBLIC

MAY 3, 2023 @ 12:00 PM

ITTER PUBLIC LIBRARY

LEARN ABOUT ADDITIONAL UPCOMING EVENTS AT WWW.VERMILIONROTARY.ORG



Venmo @VermilionRotaryClub with the note "End Polio Now" - OR -

Write a check to The Rotary Foundation with memo "End Polio Now"

Send Checks to:
Rotary Club of Vermilion
PO Box 224
Vermilion, OH 44089

THE OLIVE SCENE

VERMILION ROTARY CLUB

MAIN STREET BEACH CLEAN UP

SATURDAY, MAY 22 | 12 - 2 PM

JOIN THE VERMILION ROTARY CLUB AND ERIE CONSERVATION DISTRICT IN A BEACH CLEANUP THAT WILL FOCUS ON MICROPLASTIC POLLUTION. LEARN ABOUT HOW MICROPLASTICS ARE CREATED, WHY THEY ARE HARMFUL FOR THE ENVIRONMENT AND HOW TO EFFECTIVELY REMOVE THEM FROM OUR BEACHES.

PLEASE REGISTER AT: WWW.EVENTBRITE.COM

FIND US BY SEARCHING "VERMILION ROTARY BEACH CLEANUP"

The first 50 volunteers to register will receive a small gift to promote sustainable choices.


WE ENCOURAGE YOU TO BRING YOUR OWN GLOVES, BUCKETS & SHOVELS, IF POSSIBLE.

QUESTIONS? CALL MELISSA 419.239.2652

JOIN US ON MAY 17, 2023 @ 12:00 PM
ITTER PUBLIC LIBRARY

UNDERSTANDING DYING SCHOOLS

Vermilion School District Superintendent and Rotarian, Dr. David Hile, shares his perspective



Dr. David Hile

additional upcoming events at www.vermillionrotary.org

VERMILION CAN HELP UKRAINIANS IN NEED.



Rotary clubs around the world are working together to support Ukrainians who need emergency aid. Even small donations make a difference during this tragic time.

DONATE TODAY

Use the QR code below or visit our fundraiser website at: <https://raise.rotary.org/Ukrainian-Disaster-Relief/fundraiser1>

Contact vermillionrotary@outlook.com for cash or check donations



Rotary Club of Vermilion

VERMILION ROTARY PRESENTS

PUTT FOR THE POOL

LOTS OF PRIZES!



SUNDAY JULY 31

4 TEE TIMES
KIDS, FAMILIES & FRIENDS
PRIZES!

PROCEEDS FROM THIS EVENT WILL HELP KEEP THE COMMUNITY POOL OPEN.

ROMPS PUTTER PORT

Rotary Club of Vermilion

Learn to Swim: A Free Program Sponsored by Rotary

June 13 through June 17, 2022

Vermilion Community Pool

10 am and 6 pm

Register at the Community Pool, Parks Dept or City Hall





QUESTIONS

