

# Kiwanis Internet Technology 2001-02

If you want to access our WWW services at [Kiwanis.org](http://www.kiwanis.org), locate Internet-related services at [Kiwanis.org](http://www.kiwanis.org), or create club Web sites, here's how:

## The Web Resource

### Found at:

{[www.kiwanis.org/webresource.html](http://www.kiwanis.org/webresource.html)}

### Features:

- Download Area- all downloadable materials listed in one place! It's your one-stop materials shop
- Kiwanis family logos for Web and printing
- Web site design Basics
- Web site guidelines
- Kiwanis Club Web Templates
- Automatic Linking Service
- Submit club/district site link

MORE

## Kiwanis Brochure Customization System

### Found at:

{[http://www.kiwanis.org/public\\_relationsF.html](http://www.kiwanis.org/public_relationsF.html)}

### Features:

- Customize- using simple HTML forms to enter club information and to edit content, Kiwanis members can create a professional-quality brochure in PDF Format with the choice of one-color or two-color versions
- Print it- send the finalized PDF to a printing service by e-mail or floppy disk and get high-quality copies
- Update- easily edit the finalized PDF using Adobe Acrobat Reader Plug-In anytime you need to make changes

## Club Locator

### Found at:

{[www.kiwanis.org/locator.html](http://www.kiwanis.org/locator.html)}

### Features:

- Locate- find club meeting places where you are traveling

or moving using a simple menu driven system

- Helpful Links- links to the club Web site directory and directory for more detailed information/directions
- Updates/Coverage- all clubs in the world are included (not charter revoked) and updates are made every Monday

## Kiwanis Family Store

### Found at:

{[www.kiwanis.org/supplies](http://www.kiwanis.org/supplies)}

### Features:

- A more comprehensive search engine to find products
- Virtual Shopping Cart- allows you to browse around and select several item from different categories before checking out
- Literature Ordering- order club literature with your Kiwanis supplies order

## Site Search/Index

### Found at:

{[www.kiwanis.org/search](http://www.kiwanis.org/search)}

### Features:

- Search entire site- top to bottom
- Updated Weekly- new items are automatically listed for searching and in the index
- Index Navigation- for those with old browsers or just curious to see the structure of the site (customizable)
- What's New- link to recently edited or added pages site so you can always know what's new at [Kiwanis.org](http://www.kiwanis.org)



## Free Forums

### Kiwanis Open Forum

#### Found at:

{[www.kiwanis.org/kiwanisforum](http://www.kiwanis.org/kiwanisforum)}

#### Features:

- An open forum for Kiwanis - related discourse among members and prospects

## International Service Exchange

### Found at:

{[www.kiwanis.org/kiwanisforum/isx.html](http://www.kiwanis.org/kiwanisforum/isx.html)}

### Features:

- For all members of the Kiwanis Family to post/check out club/district service projects

## Other Kiwanis.org Areas

### Found at: {[www.kiwanis.org](http://www.kiwanis.org)}

### Features:

- **Membership**- newly redesigned area with new resources to service needs of members and prospects
- **Kiwanis International Foundation**- info on awards and recognition, estate-planning, and most importantly, how to contribute to funds that benefit needy children and families
- **Communications**- KIWANIS Magazine, on-line news, contact info, newsletters, memos, and bulletins
- **Marketing & PR**- find materials to help your club reach the community; updated frequently
- **Club Resources**- Constitution and bylaws, administrative materials for club officers and committees
- **Kiwanis Family Links**- club locator, links to all official Kiwanis-family web sites
- **Young Children: P1**- ideas and contacts for service projects benefiting children up to age five
- **MUCH MORE!**

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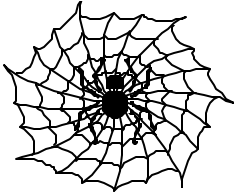
## Basics for Starting a Web site for your Club

### Find a host

- Some individuals who have Internet (e-mail) accounts are given a minimum of Web space and use this space for their Kiwanis club's Web site.
- Some individuals attach their Kiwanis club's Web site as a subdirectory to their business Web site.
- Some communities have developed community Web sites, which offer free or reduced-rate space to nonprofit or service groups.
- There are a variety of "free" hosts that do not charge for hosting a club's Web site. Most attach advertisements to the club's Web site in return for this service. (geocities.com, tripod.net, angelfire.com)
- Some clubs pay a monthly fee to a local Internet provider to host their sites.

### Design a Web site

- Follow the guidelines (found at the Web Resource) established by the Kiwanis International Board.
- Use Kiwanis Club Web Templates Version 1.1



[www.kiwanis.org/webresource.html](http://www.kiwanis.org/webresource.html)

- Contact a local Web designer or tap a knowledgeable member or sponsored youth member.
- Look at other club Web sites to see how they have

done it.

{[http://www.kiwanis.org/kiwanis\\_clubs\\_-\\_a.html](http://www.kiwanis.org/kiwanis_clubs_-_a.html)}

- Consider the site's purpose and how frequently it will be maintained. Regularly updated sites give users reasons to return.

### Submit your address

- E-mail your club's Web site address to [internet@kiwanis.org](mailto:internet@kiwanis.org) so it will be linked from the Kiwanis International Web site.
- Consider an automatic link, using an alias "kiwanis.org" address. See [Automatic Linking Service](#).

## Automatic Linking Service

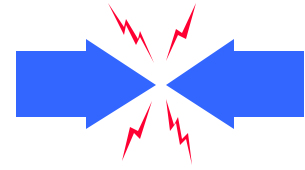
**This service is available to clubs, divisions, and districts in the Kiwanis family: Kiwanis, Kiwanis Junior, Circle K, Key Club, Builders Club, K-Kids, and Aktion Club**

Is your club's Web address lengthy and complicated. Does your division's Web address change every year? Kiwanis International, Circle K International, and Key Club International now offer an automatic linking service, which features simple, Kiwanis-family addresses.

The Kiwanis Club of Anytown, Connecticut, for example, may have a Web address such as:

{[www.yippee.net/~branch/9089/Anytown/orgs/Kiwanis/kiwanis.html](http://www.yippee.net/~branch/9089/Anytown/orgs/Kiwanis/kiwanis.html)}.

Using Kiwanis International's automatic linking service, the Anytown Kiwanians could claim {[www.kiwanis.org/club/anytown/](http://www.kiwanis.org/club/anytown/)} as their club's Web address. The Kiwanis International service automatically will switch to the real, more complicated address.



### The advantages include:

- The address is simple.
- The address includes the Kiwanis, Circle K, Key Club, Builders Club, K-Kids, or Aktion Club name.
- The switch from the kiwanis.org address to the real address is almost immediate and virtually unnoticeable.
- The address is permanent. Though a club or division may switch its host or the Internet provider may change the real address, the Kiwanis International address will remain the same. There will be no need to reprint club or division stationary. (Clubs must advise Kiwanis International of address changes by e-mailing [internet@kiwanis.org](mailto:internet@kiwanis.org).)
- An address can be assigned quickly. Kiwanis International will try to establish the automatic link within one week of receiving a request.

There is no charge. This is a service to Kiwanis family clubs, divisions, and districts provided by Kiwanis International.

### Rules are few:

- This is not a site-hosting service.
- The site must be a Kiwanis-family club, division, or district site (Kiwanis, Circle K, Kiwanis Junior, Key Club, Builders Club, K-Kids, or Aktion Club only).

- The site's home page must include a link to the respective International home page:
  - Kiwanis to [www.kiwanis.org](http://www.kiwanis.org)
  - Circle K to [www.circlek.org](http://www.circlek.org)
  - Key Club to [www.keyclub.org](http://www.keyclub.org)
  - Builders Club to [www.buildersclub.org](http://www.buildersclub.org)
  - K-Kids to [www.kkids.org](http://www.kkids.org)
  - Aktion Club to [www.aktionclub.org](http://www.aktionclub.org)
  - Subdirectories (/club/, /division/, /district/) will be part of the address to distinguish clubs, divisions, and districts and to help maintain the structural arrangement of the Kiwanis International site.
- Addresses are provided on a first-come, first-served basis.

Kiwanis International reserves the right to update or change these rules at any time. Contact Kiwanis International with questions or comments by e-mailing [internet@kiwanis.org](mailto:internet@kiwanis.org).

Request this service by providing Kiwanis International with the following:

- The club's official name (as it would appear in the directory)
- The club's real Web address
- The club's city and state
- The club's requested "automatic" address
- Your name and e-mail address

### Guidelines for Web sites

At its January 1999 meeting, the Kiwanis International Board approved the following guidelines for Kiwanis World Wide Web sites.

Kiwanis International maintains this World Wide Web site as a service to Kiwanis clubs and other members of the Kiwanis family, including Circle K, Key Club, Builders Club, and Kiwanis Junior. The site can serve as the hub for links to Kiwanis clubs, divisions, districts, federations, and foundations throughout the world, as well as links to other members of the Kiwanis family. Kiwanis International urges all Kiwanis entities linked to and from the Kiwanis International site to follow the guidelines below.



### Links

Kiwanis International will maintain links to district, division, and club pages. District pages and club pages should be linked to the International Web site. Kiwanis International will maintain links to any organizations officially approved by the International Board. Kiwanis International will not establish a link to any commercial organization except as part of an advertising contract or in the context of an official Kiwanis-family relationship. Kiwanis International assumes no responsibility for the content of sites linked to this Web site.

### Official Documents, Emblems, and Trademarks

Every Kiwanis Web site shall adhere to the Constitution, Bylaws, Policies, and Procedures of Kiwanis International. These governing documents define the standards and practices of all official Kiwanis entities. Copies and interpretations of these documents are available from the Club Services Department at the Kiwanis International Office. Web sites of any member of the Kiwanis family should follow the governing documents of its organization.

No addresses or phone numbers of the Kiwanians listed in the Kiwanis

International Directory shall be posted, but each club may choose to post information about its own officers and meeting place.

Kiwanis clubs, club members, divisions, districts, federations, and foundations are permitted to use the Kiwanis name and Kiwanis family registered trademarks on their Web sites provided such use conforms with Kiwanis International Policy C 4, "Use of Name or Emblem," and provided that the marks are not connected to commercial activity.

To learn more about restrictions on the "Use of Name or Emblems," see the document titled "Kiwanis International's Authorized Licensees" on the Web site.

Kiwanis registered marks shall not be used in combination with any other emblem or name.

Kiwanis registered marks shall not be used on or in connection with any goods or services or as a trade name by any person, firm, or corporation without prior written approval of Kiwanis International. It is the responsibility of every

Kiwanis entity, each club of the Kiwanis family, and every individual Kiwanis-family member to ensure that the official Kiwanis-owned registered marks maintain the respect Kiwanis International has earned over the years. Their protection as registered marks from unauthorized use demands the highest priority.

All officially accepted Kiwanis International amendments and resolutions to be considered at the annual Kiwanis International convention will be posted on the Kiwanis International Web site. To avoid confusion, other Kiwanis entities should not post proposed International amendments and resolutions. Similarly, clubs should not post amendments and resolutions to be considered at the district level.

### Page Design and Content

The home page of a Kiwanis club, division, district, federation, or

foundation must clearly identify the entity sponsoring the page so that it will not be confused with the Kiwanis International site, the only site representing all of Kiwanis International. All such home pages should contain a link to the Kiwanis International home page (<http://www.kiwanis.org>).

All pages and documents on a Kiwanis Web site should be identified as being issued by the sponsoring club, division, district, federation, or foundation, and not by Kiwanis International. Material should not be uploaded onto the Kiwanis International site. Kiwanis asserts the following for this Web site and urges all Kiwanis site to include the following statements:

Kiwanis assumes no responsibility for the content of material uploaded to the site. Kiwanis assumes no responsibility for the content of sites linked to the Web site. Kiwanis assumes no obligation to edit content uploaded to the site. Kiwanis retains the right to delete content it deems may violate copyright or trademark, and/or which may be defamatory. Kiwanis disclaims the right to control the parties submitting or posting content.

Any Kiwanis entity creating a Web site should obtain an agreement from the developer assigning all rights for the content of the site to Kiwanis.



### **Commercial Activity**

A Kiwanis-family Web site, like a bulletin or newsletter, may carry advertising or recognition for donations but shall not endorse products or services. Such advertising or recognition should be clearly labeled as "Advertisement" or "Thanks for Donation." Any Kiwanis entity posting advertising on its Web site should

obtain an agreement from each advertiser indemnifying Kiwanis against loss resulting from the advertisement including, without limitation, losses caused by trademark or copyright infringement and suits for defamation.

A Kiwanis-family Web site may contain a link to a commercial site, but it should be part of an advertisement.

A Kiwanis-family Web site shall not carry an advertisement or link to a commercial site that fails to meet the standards of the Objects of Kiwanis.

### **Fund Raising and Solicitation**

A Kiwanis-family organization may promote its fund-raising activities on its Web site.

A Kiwanis club, member, or district shall not e-mail or circularize for sale any product or service, solicit any funds, or promote any program or project outside its district or nondistricted area without the prior approval of the Board of Trustees of Kiwanis International. Similarly, e-mail solicitation of funds or sales of products by a Kiwanis club within a district shall be confined to the geographic area in which the club functions except by mutual understanding and agreement of clubs or divisions in the area of solicitation.

Participation in a listserv indicates a willingness to receive news from clubs in other districts, including solicitations.

Clubs may build e-mail lists of supporters, wherever they are located, to request support of future fund-raisers.

Advertising in support of club fund raising should be labeled as a fund-raising activity of the club.

E-mail lists of Kiwanians collected at a Web site or acquired by other means should not be used for junk mail without specific permission of the Kiwanians on the list.

The International Board must approve any commercial use of e-mail lists of Kiwanians.

### **Political Activity Outside Kiwanis**

Although a Kiwanis Web site can provide balanced information on all candidates running for a given office as a public service, it shall not endorse a political candidate.

### **Political Activity Within Kiwanis**



Endorsements of candidates for office in Kiwanis at the division, district, and International level may be posted only if the

club or district board of directors votes to endorse and directs that the endorsement be announced on the Web site.

Endorsements or critiques of amendments and resolutions at the district and International levels may be posted only if the club or district board of directors votes on these issues and directs that the decision be announced on the Web site.

A candidate for a position on the Kiwanis International Board of Trustees may establish a Web site. Upon request by the candidate, Kiwanis International will establish a link from the candidate's biography page on the Kiwanis International Web site to the candidate's Web site.

### **Membership**

A Kiwanis Web site shall not list member names, mail and e-mail addresses, or phone numbers without the written permission of the persons listed.

A Kiwanis club shall not solicit new members through its Web site, but it may invite persons interested in learning more about the club to attend a meeting. Only when a member is ready to stand as a sponsor may a person be considered for membership.