

Builders Club

Service Bulletin

#31

Developing a Web Site or Web Page

Your club members have developed a great newsletter, and it looks as though the club's brochure is finished. Why not consider placing both of these items on a club Web site?

Building a club Web site is easy when using Bravenet, a free Web site building service recommended by Kiwanis International. Simply follow the step-by-step directions and add information about your club. Visit the Bravenet Web site at www.bravenet.com.

Or, if the school already has a Web site, ask your school administrator for permission to add a few pages about the K-Kids club.

Creating the Web site should be a fun project. Some information you might want to post on the Web site might include:

- Service projects
- Fund-raising projects
- Dates of special meetings
- Monthly calendar of upcoming events
- Special thank-you section recognizing club members and faculty
- Link to helpful sites: homework helping sites, Kiwanis partners, charitable organizations, craft sites
- An e-mail address so other K-Kids club members can correspond with your club
- A link to the Kiwanis K-Kids Web site so your fellow members have ready access to the features and materials offered at www.kkids.org.

Kiwanis International has established a set of guidelines that will assist club members in determining what information is safe to post.

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, K-Kids and Kiwanis Junior. (Aktion Club will be added soon) 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 this 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 Kiwanis' 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 district 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 non-districted 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.