

# Officer-Changeover FTH Website Checklist

*This document is intended to assist you in updating your website at the end of an officer term or if your website has not been maintained for a while.*

Free Toast Host is a *free* website with *free* hosting. It provides a

- sales tool to attract guests to your club
- a place to store club files and documents
- an area to manage guests and stay connected with potential members
- a dues manager
- and much more
- flexibility to use as many, or as few, of the features as is desired.
- tool to relieve officers from many club management burdens

Give thought on how you will use your website before trying to set it up.

## Administration: behind the scenes:

1. Review **Access Settings** as the incoming officers may want to do things differently.
2. In Membership Management, update the membership list and checkmark your **current officers**. If you want to save members or officers to a "former officers" group or "former members" group, you can do that. Understand how the opt-in process works for adding new members.
3. In **Email and Contact Forms**, update who will be the club contacts. (You are allowed up to 3) This determines the names and, if desired, phone numbers published on the Contact Us Form. (It's suggested that at least 1 phone number be provided in case a meeting guest needs directions to the meeting, etc.)
4. Determine who will be your **mentoring contact** (your VPE?), and set that on the Mentoring Form tab in Email and Contact Forms.
5. In Membership Management review the **notification settings** to ensure that the correct officers receive their notification emails. (As example, VPM receives new member opt-in emails).
6. If you are using a custom domain, review the expiration date for your domain. If your domain will be expiring in the next officer term, it is a good idea to give your incoming treasurer a heads up about renewal cost they should expect during their term. (There is no charge for a FTH alias.)
7. Encourage photos and completed **bios for all members**. Encourage them to make their profiles public.
8. Make sure that the new officers understand that, by default, they are assigned **publically accessible officer email** addresses ("aliases") that forward to their real email addresses. Make sure that officers understand that they can publish their officer email address instead of their personal email address.
9. In the Meeting Agenda Settings module, verify who will want to get **Role Change Notifications** for meeting agendas. For example, your club president may not want to receive those notifications.

## Your Public Face to the Community

1. Your club website is your #1 tool for attracting guests and potential new members. Treat it as a sales tool. Your **Home Page** is prime real estate. Don't fill it with garbage. Focus on (1) encouraging people to visit, (2) when you meet, and (3) how to get to meetings. Remove the club number, officer lists and other items that do not entice guests.
2. After the home page, the 2nd most viewed page is **Meet Our Members**. When members complete their bios, don't fill it with family data. Visitors to your club want to know why members joined and why they stay. Help members to write a bio that connects with a prospective guest.

3. The **Club Calendar** is an important sales tool. Meetings will automatically appear on the calendar when a meeting agenda is created. Enhance your calendar by including the meeting theme. Add links to your online meeting URL. Announce to the world when members achieve an educational award. Include other items like officer training events and district sponsored events.
4. Have at least one **photo** on every page. The best photos for your website are your members actively engaging and connecting with one another. Toastmasters has a photo release [form](#) should your club wish to use it.
5. If your website is new or you don't yet have action photos of your members, use the Toastmasters professional images at <https://www.toastmasters.org/resources/brand-portal/stock-images> as temporary eye-candy. Then replace them with photos of your real members as you can!
6. Be aware that Toastmasters.org has definite do's-and-don't about the look of your club website. Review the Toastmasters Brand Manual when choosing your colors, fonts, photos and use of the Toastmasters logo: <https://www.toastmasters.org/resources/brand-manual>  
<https://www.toastmasters.org/~media/A107552E24D443A78451E8730B729CA6.ashx>

#### **Members:**

1. Encourage officers and members to give speeches about the website. Titles like "why I wrote my bio like I meeting role", or other how-to tutorials. This will help with training.
2. Include quick how-to checklists in the website Downloads Folder to help members.
3. Use the Members-Only Downloads area to store minutes and other club documents all in one place. You have the option of making individual documents visible to Public, Members, Officers or only by those who have the link.
4. Be prepared to go over the functionality of different admin console functions for incoming president, VPE, VPM, Secretary and Treasurer.

Start by looking over a few other Toastmasters websites to get some ideas. A few that I help to administer are (they were each Select or President's Distinguished clubs!)

<https://midwaytm.toastmastersclubs.org/>  
<https://ukbigblue.toastmastersclubs.org/>  
<https://lexmark.toastmastersclubs.org/>  
[www.downtownlunchbunch.com](http://www.downtownlunchbunch.com)  
<https://londonky.toastmastersclubs.org/>  
<https://ablaze.toastmastersclubs.org/>

Please let me know if we have forgotten anything in the above list. Free Toast Host has a lot of great info in the Website Support Docs on the Member's Only Menu. I am also here to help plan, train and administer your website in District 40.

Arlynn McMahon, DTM  
Free Toast Host Cheerleader  
Cell: 859.983.2709