

Club Website Tips

Ideas To Help Create A Website For Your FPS Team

A website can be an invaluable resource for your FPS club members. It will serve as the centralized hub for all information regarding meetings, projects, fundraising efforts, events, and more.

Writing Website Content

Who you are – Ensure it is immediately apparent who you are and what you do when a visitor lands on your website. Include your club's vision and mission statements.

What you do – List upcoming dates of projects, initiatives, and events. Updated information will allow a prospective member to get involved with your club.

When you meet – Display your club meeting time and location prominently near the top of the home page. Consider also listing the topic or agenda for each meeting.

How to reach you – Don't make users click around to find this information. Include a contact email address or social media. Also consider putting information about how long it typically takes to respond to inquiries; aim for 24-48 hours maximum.

Graphics And Images

Be sure to incorporate graphics and images to deliver information and make an emotional connection with your website viewers. Compelling photos and videos that tell your story best. They show what FPSers do and the communities they serve. These graphics should inspire action.

If you're taking new photography, we recommend candid poses or those showcasing genuine expressions. The photography should demonstrate impact and leadership within the community. Capture special moments from various meetings or community service (CmPS) events showcasing your members making a difference.

Create your own unique school team or club logo distinct from that of NYFPS or contact NYFPS (at web@nyfps.org) to request a free customized version of the NYFPS logo with your school name included in it. Do not directly use the official NYFPS logo.

Technical Considerations

- Use your own unique logo or get a NYFPS logo with your club's name on it for free by contacting: web@nyfps.org.
- Be sure to be thoughtful in selecting a website address (also called a domain name or URL) that is short, easy to remember, and makes sense to your users.
- Link your club's social media channels on the website.

