

Catholic Daughters of the Americas Website Policy

National Site

Must include

- CDA mission, motto, purpose
- CDA logo
- Dedication to Mary
- Officers', chairs', and chaplain's names and contact information
- Regent message
- Chaplain message
- Recent news
- Structure and organizational chart
- Listing and links to state courts
- Share magazine link
- Pictures (with consent)
- National projects
- Events information: date, location, registration
- Resolutions
- Downloads/forms: financial, scholarship, 1903 Society, Tools of the Trade supplement, membership, contests, winners, logos, local court resources, campus courts
- Operation Morning Star information
- Circle of Love information
- Calendar of events
- Information to start a court
- Membership information
- Resources: links to important sites, financial statements, donations reports, protocol
- Forms: membership, education contest, finance, scholarship, newsletter
- Links to other important sites
- Junior court information
- Campus court information
- Charitable Projects information
- National CDA history

Content

- Must be approved by national regent
- Must be in line with Catholic Church teaching
- Must have release to use pictures, contact information
- Must be kept current and accurate
- Must have consistent corporate image
- Must follow best practice standards
- Cannot show support of or opposition to political candidates
- Cannot create political action committees or promote them
- Cannot ask for monetary support for political candidates or causes

Catholic Daughters of the Americas Website Policy

State Site

Must include

- State name
- CDA mission, motto, purpose
- CDA logo
- Link to National website
- Officers', chairs', district deputies' and chaplain's names and contact information
- Circle of Love information
- State events information: date, location, registration
- Resources: links to important sites, financial statements, donations reports, protocol
- Forms: membership, education contest, finance, scholarship, newsletter
- Court officer information: regent, treasurer, membership, newsletter, education contest, charitable projects, youth
- National CDA resolutions link
- Local court listing, contact information, and links to their own sites

Should include

- News of your state court
- Pictures (with consent)
- Regent message
- Chaplain message
- Membership information
- Schedule of events
- Charitable Projects information
- National CDA history
- Share Magazine link

Could include

- Links to other important sites
- Past regents list
- Committee information
- Education contest information
- Guest book
- Court anniversary information

Content

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- Must be in line with Catholic Church teaching
- Must have release to use pictures, contact information
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Catholic Daughters of the Americas Website Policy

Local Court Site

Must include

- Court name, #, city and state
- CDA mission, motto, purpose
- CDA logo
- Link to National website
- Officers' names and contact information
- Circle of Love information
- Monthly meeting information
- National CDA resolutions link

Should include

- News of your court
- Pictures (with consent)
- Regent message
- Chaplain message
- Newsletters
- Membership information
- Schedule of events
- Charitable Projects information
- National CDA history

Could include

- History of your court
- Press release/news story links
- Links to other important sites
- Court patron saint information
- Charter member list
- Past regents list
- Member spotlight
- Committee information
- Education contest information
- Guest book
- Memorials page
- Prayer line page
- Fund raiser/donations page

Content

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Catholic Daughters of the Americas Website Development Procedures

Strategy

Purpose: why we need a site

What do we want to accomplish with our site: awareness, communication

Who will our audience be: members, other courts, interested visitors

Why will people want to visit our site: pictures, information, schedule,
resources, newsletters, contact us

Permission: getting the OK

Officer buy-in

Membership buy-in

Vote on idea

Wire frame: setting the foundation

What the framework of our site should include

Set up a navigation plan

Website design: theme and look

Decide on home page look

Decide on colors to use

Decide on header wording, pictures and fonts

Content development: what to include

What information do we want on our site

Who/what will our site link to

How will we receive the content to include

Website development: make it happen

Determine technical requirements for our site

Find a reliable host for our site

Purchase our domain name

Test and launch our site

Budget: covering expenses

Determine the cost and annual fees associated with our website

Ask for sponsors, donations

Include in our budget

Enhancement: make it pretty and functional

What will attract people to our site: colors, pictures, news

Keep our navigation user-friendly

Search engine optimization and promotion: attract visitors

What key words will attract web searchers

How will we refer visitors to our site: newsletters, bulletin announcements,
links from other sites, brochures, letters, flyers

Website management: keeping it current

Who will have access rights

How often should we update our site

Analyze feedback: see what people think

Google Analytics

Include a comment email section on our site

Periodically ask our court members for input