

Statement of Purpose: Zonta International District 1 Web Site

[DRAFT]

www.zontadistrict1.org

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Audience

The Zonta District 1 web site is intended to serve three audiences:

1. Zontians who are members of clubs in District 1.
2. Zontians in other Districts
3. Non-Zontians

Purpose

The web site must address the reasons each of these audiences would visit the web site.

1. The primary purpose for District 1 members is communication among the clubs and between the clubs and District 1.
 - a. This includes posting District newsletters and publicizing Zonta events within the district from inter-city meetings and fund raisers sponsored by clubs as well as Area and District workshops, seminars and conferences. It also includes providing access to resources distributed by Zonta International, whether by links to the appropriate pages of www.zonta.org, or by providing actual documents.
 - b. The other purpose of the district web site is to provide a mechanism for clubs to have their own web page or pages and for posting club newsletters.
2. Zontians from other districts may visit the web site to locate a club if they are visiting or moving to the area. They may also visit to see what other clubs and districts are doing to promote the goals of Zonta.
3. Non-Zontians discover the web site for many reasons. Once they find the site, we want to ensure that they find the site friendly, that they are impressed with Zonta and the district; and that they can locate a nearby club to contact. The primary purpose for this audience is to promote Zonta with the hope of attracting new qualified, enthusiastic members for our clubs.

Design Goals

The web site should:

- Have a professional appearance.
- Be readable from most Internet browsers, and for text-only users.
- Be easy to navigate and to find desired information.
- Have useful, informative, easy-to-read content
- Provide links to web pages for all clubs in the district, whether stored on the district web site or elsewhere
- Provide an easy mechanism for non-Zontians to contact a club for membership inquiries
- Provide an easy mechanism for clubs and the district to update information, from club pages to information about events, seminars, etc.
- Have security similar to Zonta International's for access to any information that should be available to members only
- Conform to the published web guidelines of Zonta International