

## Rotary Clubs add Xara Online Membership Manager to its website



**Websites:** Rotary Club of Hemel Hempstead [www.zyworld.com/hemelhempsteadrotary/Home.htm](http://www.zyworld.com/hemelhempsteadrotary/Home.htm)  
Rotary Club of Exeter Southernhay [www.zyworld.com/exetersouthernhay](http://www.zyworld.com/exetersouthernhay)

**Industry:** Charity/Service

**Type of application:** Membership Manager with Event Registration

**Benefits summary:**

- The Membership Manager was simple and easy to install, taking hours instead of days of programming.
- Members can search online for other members' details and they can search by subject or skill to find relevant members .
- The Email List Manager provides the club administrator with an easy way of creating and sending regular email updates or invitations to all or selected club members.
- The Event Manager makes it easy for the event section of the website to be kept up to date without requiring HTML skills
- It's easy for prospective members to apply online and for the club administrator to manage new applications for membership

## Website background

The objective of the Rotary Club organisation is for business and professional leaders worldwide to unite and help serve others. The Rotary Club of Hemel Hempstead and Rotary Club of Exeter are two typical active clubs.

Both clubs wanted to use the web to publicise their activities and events, and also to enhance communication within the club. They have no authoring or programming skills and no budget to employ a web designer. They created their website using ZyWeb, an online web site creator. The website is a great medium for the Rotary Clubs to tell the world what they are doing, but they wanted to use their website as proactively as possible. Using the Membership Manager they could provide members with an easy to use source of information about each other.

## Challenges

The Rotary Club websites required a solution that would address several issues:

- Provide a database that would hold relevant information about all of the current members of the Rotary Club. This information needs to be stored in a secure, reliable database where it can only be accessed by authorised members, and where details can be easily amended or added.
- The Rotarians also wanted to provide a secure passworded area where members could look up other members' details. A problem they had been experiencing was keeping the printed member hand book up to date. Producing this document was time consuming and expensive to print. A far better solution would be to have these details available, up to date and searchable online via the Rotary Club website.

“We wanted to ensure that we got the most out of our investment in a web site for the Rotary Club of Hemel Hempstead. At the same time we didn't want an unjustifiable expense.” Said Tony Ford. “Xara Online offered an easy to use and affordable solution that has enabled us to add all the functions we wanted for our members and we could do this without having any technical skills.”

- The club also wanted a means of sending out good looking emails to their members. Again the club required a solution that would allow the non-technical Rotarians to easily create HTML emails and manage the despatch to either a specified group or the entire membership.
- The event section of the website requires regular updating. The Rotarians wanted a summary list linking out to the full details. They do not possess the required HTML skills to create this system and they do not have the funds to pay an external agency to do the work for them.

The main obstacles that the Rotary Club faced were their lack of web technical skills and as they are a charitable organisation they could not afford web agency fees. They want to ensure that maximum funds go to their projects to help the underprivileged, provide scholarships and other humanitarian work. Therefore, the solution to the challenges had to be cost effective.

### Solution

The Rotary Clubs chose to use Xara Online's Membership Manager to add to their website. The main driving factors were the cost and ease with which the web application could be integrated into the Rotary website.

Members can sign in to a secure members area using their private username and password. They are able to update their own personal details and also search for other members' details without having to refer to a club handbook, in which the details may not be up to date.

The Email List Manager also enables members to send HTML emails to the whole club or a selected group with information that would be relevant to them. It is easy to compose effective emails with the ability to set fonts, sizes, colours and also create links.

Prospective members can now apply for membership via an online form. Email notification is then sent to the administrator to let them know that an application has been received. This gives them the opportunity to review the applicant for suitability. Upon acceptance the administrator clicks a button that triggers the database entry and an automatic approval email to be sent to the member, with their username and password to access the website.

The final element is keeping the event information up to date. Event details can be easily added or updated with no need for any HTML programming skills or uploading of web pages so there is no need for the Rotary Club to employ the services of a web design agency to keep their site up to date.