



## Region and Chapter Website Checklist

### Your Homepage Must Contain:

- The full name “Embroiderers’ Guild of America”
  - The official EGA Logo (in color).
  - EGA’s Mission: The mission of the Embroiderers’ Guild of America (link name to <https://egausa.org/>) is to inspire passion for the needle arts through education and the celebration of its heritage.
  - EGA is committed to providing a safe, inclusive, and supportive environment for stitchers of any experience level, age, race, ethnicity, nationality, ability, gender identity, sexual orientation, religion, or other background to develop their skills and express their creativity through the needle arts. EGA affirms the commitment to inclusion, diversity, equity, and accessibility (IDEA).
- These items can appear lower than the main region/chapter information but must appear on the home page.
  - The logo can be found on the Marketing Tools page here: <https://egausa.org/marketing/>. Search for EGA Logo. The “Official EGA Logo – Color” is a good one to use.

### Other Content

Every Region and Chapter Website must include a page or section where the following statements should be included. This can be on the home page if it fits better into your site.

- To learn more about EGA please visit <https://egausa.org/>
- EGA’s National Headquarters are located at 501 Baxter Ave, Suite 200, Louisville, KY, 40204. To contact someone at EGA’s National Headquarters, email [egahq@egausa.org](mailto:egahq@egausa.org).

## Permissions and Copyright

### Permissions

- You must obtain written permission from each owner before posting images or content on your website which belongs to someone else. Obtaining permission can be done electronically through email, on paper, or using the Newsletter and Website Permission to Publish Form (found in Document Downloads—login required).

### Disclaimers

You must include the following disclaimers on your website. These don't necessarily have to be on the homepage, but we recommend having them somewhere on your website, for example, in a footer. The first one is required. The second one is only needed if you are using photos on your website.

- No part of this website may be published, reproduced, stored in, or introduced into a retrieval system, or transmitted in any form or by any means whatsoever (including electronic, mechanical, photocopy) other than for personal or chapter/region use without written permission from the copyright holder.
- Written permission was given to display the photos on this website. The photos may not be reproduced in any way other than for personal or chapter/region use.

### Adding External Links

If your website includes a page of links to organizations or businesses outside of EGA, you must include the following disclaimer on that page.

Disclaimer: The links below [or above, whichever it is] are for your enjoyment and convenience only. The inclusion of these sites does not imply endorsement by EGA or any of its regions and chapters.

### Your website is live, what now?

When region and chapter websites are created or have undergone a major revision, the appropriate webmaster must send the information and home page URL for approval to (and specify "Website Review" in the subject line):

- National HQ at [egahq@egausa.org](mailto:egahq@egausa.org) and copy the appropriate Region Director (or the region's designee) on this email.

All websites must be routinely reviewed by their webmasters to ensure the most accurate information is presented on the website. This is especially important regarding events, contact information, and chapter information.

## **Best Practices to Follow**

- The central purpose of your website is to provide your chapter or region with information regarding embroidery education, programs, and membership.
- Choose a domain name that includes the name of your chapter, followed by ega, and ends with .org. For example: daytonega.org, kalamazoega.org, constellationega.org, and so on. That way, your site will be more easily identified with your chapter or region, will turn up more easily in web searches, and the address (URL) will be easier to remember. Try to have your Gmail account for the website match (e.g., daytonega@gmail.com, kalamazoega@gmail.com, constellationega@gmail.com, and so on).
- Plan your navigation so that any visitor to your site can understand where to find things.
- While our websites are a great way to keep members informed, websites are also a great tool to recruit new members. Make sure that the information is clear, easy to understand for someone who is not familiar with EGA, accurate, and current. For example, do not use acronyms like GCC which are not readily understood by new or prospective members.
- Personal information of members should not be published on any website without express written permission given. EGA members' physical addresses and phone numbers should not appear on your website.
- If your chapter or region has social media channels (Facebook, Instagram, Pinterest, X—formerly known as Twitter, etc.), consider including links to these on your website's home page. If you include them in the footer, they will appear in all your pages—unless that is not what you want.
- Advertising on your website should be kept to a minimum to avoid the appearance of funding EGA chapters/regions through on-line sales. Funding through on-line sales of non-embroidery-related products shall not be the primary purpose of the chapter/region website.

- ❑ If you have no content to put on a page, do not add it with “Under Construction” on the page and make it so that anyone can see it. It is frustrating for the visitor and is often left “Under Construction” forever, despite good intentions.
- ❑ You should have a “Last Updated” in the footer of your website so that visitors will have an idea of how current the website is. Every time you make any change on your website, always update the “Last Updated” date in the footer.
- ❑ ALWAYS check every link you add to your website to make sure everything is working! That also goes for any change you make—does it look or behave the way you expect it to look or behave?
- ❑ SHARE your username and password with someone in your chapter—ideally the Board. If something happened to you, how would your site continue?
- ❑ Review your site for accuracy on a regularly basis—*e.g.*, monthly.
- ❑ Here are the specific colors that EGA requires to be used for its “brand.”

<b>Main colors:</b>	<b>RGB Numbers</b>	<b>Hexadecimal Numbers</b>
Blue:	0 / 95 / 144	005F90
Green:	119 / 155 / 61	779B3D
<b>Secondary colors:</b>	<b>RGB Numbers</b>	<b>Hexadecimal Numbers</b>
Soft Blue:	188 / 202 / 214	BBCAD6
Yellow:	237 / 178 / 32	EDB220
Orange:	230 / 138 / 72	E68A48
Purple:	110 / 92 / 161	6E5CA1