



5 Tips to Improve Your Legion Website

Websites can help your Branch raise awareness of the Legion's mission and educate the audience about who you are, what you do and where to find you. It can be a primary tool to acquire new members and retain current members. It can support your efforts to help Veterans in your community and honour the Fallen. It can help drive revenue, motivating the audience to attend your events and increase donations to your fundraising and Poppy Campaign activities.

However, a website is only as good as the information and appeal it provides!

Below are 5 tips to help your Branch website support your goals.

1. First impressions are crucial for websites. Use Legion branding and compelling images to create immediate recognition of who you are and what you stand for. Keep your homepage clean and uncluttered and use simple navigation so visitors can quickly find the information they are looking for.
2. You have 10 seconds to get your message across online. Showcase your Branch at a glance on your homepage. Summarize what your mission is, how you help Veterans and their families, and how the community can join your Branch and get involved. Don't forget to make it easy for visitors to contact you. Provide your address, Branch hours of operation, phone number, email address, and social media links.
3. Keep your website content up-to-date. Review content and links at least once a year to ensure information is current and accurate. Update national Legion information such as membership statistics, programs and services for Veterans, and national Legion initiatives. See the Media Inquiries page on Legion.ca for updated information relevant to the public at <http://www.legion.ca/news/media-inquiries>.
4. When reviewing content, check that forms and downloadable resources posted on your website are up to date. Watch for [All-Branch](#) emails about updated resources, and visit the [Member Services Website](#) for the latest forms and documents from Dominion Command.
5. Support your member retention efforts by offering online membership renewal! Input your Branch rate on the Member Services Website and post a link on your website encouraging members to [renew online](#).

Find Marketing and Public Relations resources on the Member Services Website, under Branch and Command Resources, including:

- Legion logos, fonts, brand and website style guides
- Up-to-date forms, program information, manuals, branch administrative resources
- Links to Legion graphics, print and TV advertising resources
- ...and more

Login at <http://portal.legion.ca>, click on Branch and Command Resources on the left side menu and look under Marketing and Public Relations.