

## **Member Association Benefit: Association 1-page Website Presence**

We know that **many of our 525 member groups currently do not have an active website.** Following discussions at one of our Member Seminars about the benefits (and challenges) of maintaining an online presence, FOCA launched a new initiative in 2018:

FOCA will create a simple webpage for any member Association that lacks the funds, time, or technical expertise to maintain a full website, but wants a web presence to feature their Association and potentially connect with new members online. This will be a sub-page of the existing FOCA website.

As an example, see the webpage created for the Gould Lake Ratepayers Association:

<https://foca.on.ca/gould-lake-ratepayers-association/>  
(pictured at right)



### **Details of the FOCA Member Offer:**

1. FOCA will host the webpage at no additional charge to your association, as long as your Association remains a full Association member in good standing with FOCA.
2. Your webpage will exist as a sub-page of the existing FOCA website, with its own unique URL (web address), along these lines: [https://foca.on.ca/Association\\_Name](https://foca.on.ca/Association_Name)
3. **The member Association will provide the info to be posted.** You may provide a handful of PDF documents or images or Association logo to be included on the webpage. (An image of your Association in action would be great!) Please email materials (including images) to [communications@foca.on.ca](mailto:communications@foca.on.ca)
4. Lacking the manpower to handle lots of web updates, FOCA will not post info that needs regular updating, but rather general information about your waterbody and Association. (Note: If the Association has a Facebook page, we can link to that from the FOCA-based webpage, since you have more control on Facebook to make your own time-dated postings, image uploads and news updates.)

**Interested? Please contact the FOCA office:  
[communications@foca.on.ca](mailto:communications@foca.on.ca) 705-749-3622**

Once FOCA has created a draft webpage, the member Association representative will have an opportunity to review and provide edits, make changes or add/subtract information.

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## FOCA Member Association – Webpage Offer

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When the webpage is completed, we will link to it from the FOCA [List of Associations](#) online, and as part of the FOCA [Google map](#). Associations may freely circulate their webpage link however they choose – by adding it to the signature line on your Association correspondence, for example.

### Benefits to the Member Association:

- No technical knowledge of web design required
- No webpage creation costs for your Association
- No annual hosting costs to your Association
- Good search engine optimization (FOCA webpages rank high on internet searches), which increases the chance of someone finding you if they do a web search on Google
- Protection of your personal contact info: If you do not want to post anyone's personal contact info online, we can set the "Contact us" link to route to the FOCA office, and then can forward along any enquiries to your association representative by email.

### Limitations of this Offer:

- FOCA will create a single webpage for each member Association, upon request, and as staff time permits. No sub-pages or content that requires regular updates should be included. A limited number of images and PDF documents can be accommodated.
- The FOCA contact links are integral to the architecture of our website, and will appear at the bottom of your Association webpage, with a header that states:  
*"The links below will take you back to the host website (Federation of Ontario Cottagers' Associations) & FOCA's social media feeds:"*
- FOCA takes no responsibility for the accuracy of the information provided by the member Association.
- The webpage will remain live as long as your Association remains a full Association member in good standing with FOCA.
- FOCA accepts no liability for internet or power outages, or other reasons why the Association webpage or the FOCA website might be unavailable at any given time.

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