**Improving your web presence-Offer for VOSH and SVOSH chapters**

About 85% of the VOSH chapters do not have a website. As a growing network endorsing a common mission and vision, it is important that we present *a consistent global message and encourage trust and confidence in the quality of services that our chapters provide:* free, quality eye care to those who cannot afford or do not have access to it. Think of your website is a potential generator of revenue, PR, and partnerships, which are key to help you deliver the services we are so proud of.

If your chapter does not have a professional website or if it has been stagnant for years, here is an opportunity to adopt a ready-made, inexpensive professional website. As a VOSH or SVOSH chapter in good standing, you can have a professional website with personalized pages specific to your individual chapter, including your chapter logo, your leadership contacts page, your chapter news (photos, trips, reports, fundraisers, etc), your donation page, your chapter’s donors and sponsors and can link it to your social media platforms. It will also have a tab for V/I so your viewers will have access to all V/I’s resources too.

Check it out! Here is the link to the template chapter site:<http://voshchapter.flywheelsites.com/>. Some chapters are already getting their own branded websites. VOSH/International negotiated with KreativElement (KE), with whom V/I has worked for many years, a special offer for our chapters of a basic rate of $325 for the website plus a discounted monthly hosting fee of $25 if hosted through KE.

The V*OSH brand is important because:*

* Your Reputation Precedes You: If your logo and brand is consistent, people don’t even have to ask who you are or what you stand for. As a VOSH chapter people will know what kind of services you deliver:
* Consistency Lends Dependability: Data and Information about the eye care crisis, solutions and data to support it should be consistent across all websites.
* Your Partners, Patients and Colleagues Trust You more if They Recognize You: Governments, hosts and local providers already know your services, work ethic, ethos and integrity can be trusted.

VOSHers do amazing humanitarian work, this is a great opportunity to get the word out about what your chapter does and attract more volunteers and donors to support your work  
  
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