LEAGUE OF WOMEN VOTERS® OF MASSACHUSETTS

BUILD YOUR LEAGUE:

LOCAL LEAGUE WEBSITE TOOLKIT

STRATEGIES TO HELP MANTAIN, IMPROVE, AND ORGANIZE A LWV LOCAL LEAGUE WEBSITE.

CREATED AUGUST 2026

LEAGUE OF WOMEN VOTERS® OF MASSACHUSETTS

This toolkit was created by the League of Women Voters of Massachusetts (LWVMA) for the local Leagues in Massachusetts.

LWVMA is a nonpartisan, grassroots organization working to expand and protect voting rights in Massachusetts to ensure everyone is represented in our democracy. We empower voters and defend democracy through advocacy, education, and community engagement, at the state level in Massachusetts.

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INTRODUCTION

PURPOSE OF THE TOOLKIT

A website is one of the most important ways your local League connects with members, volunteers, and your larger community. It serves as a central place for people to learn about your League, stay informed about upcoming events, access voter resources, and find opportunities to get involved.

This toolkit was created to provide Local Leagues with practical recommendations, examples, and resources that can be implemented over time. Our hope is that these suggestions help your League build a website that is informative, accessible, and reflective of the important work you do in your community.

HOW TO USE THIS TOOLKIT

1. Use this as a guide, not a checklist.
   - Every local League's website is different, so not every recommendation will apply to your site.
   - Focus on the suggestions that best fit your League's goals, available time, and resources.
2. Reflect on your current website.
   - As you read each section, compare the recommendations to your own website.
   - Identify what is already working well and what areas could be improved.
   - Make changes at your own pace.
3. You do not need to complete every recommendation at once.
   - Even small improvements, such as updating outdated information or reorganizing a page, can make a meaningful difference.
4. Prioritize what matters most.
   - Start with the changes that will have the greatest impact on your visitors, such as improving the homepage, updating event information, or simplifying navigation.
   - As time allows, continue making additional improvements throughout the year.
5. Use the provided resources.
   - Throughout this toolkit, you'll find templates, examples, and best practices to help guide your updates.
   - Feel free to adapt these resources to best represent your local League and community.
6. Keep improving.
   - A website is never truly "finished." Regular updates help ensure your website remains accurate, engaging, and useful for members and the public.
   - Revisit this toolkit periodically to identify new opportunities for improvement.

IMPROVING WEBSITE FOUNDATIONS

SIMPLE, YET EFFECTIVE HOMEPAGE

The homepage should quickly introduce the League, highlight what is happening now, and help visitors find their next step. Build a simple homepage with a few dependable sections and one area for timely updates.

1. Welcome Section

Begin with the League's name, the communities it serves, a brief statement explaining its purpose, and a photo of members from a recent event.

For example:
League of Women Voters of *[Community]*
Empowering voters and encouraging informed participation in government throughout *[communities served]*.

Keep this introduction brief. More detailed information about the League's history and mission can be placed on the "About Us" page.

2. Quick Links

Highlight three or four links to the information visitors are most likely to need. These can appear as simple buttons, tiles, or columns that will guide members to other important pages off the homepage.

Suggested quick links that could be most helpful for navigation:

- Voter Information: Registration, election dates, and VOTE411
- Upcoming Events: Meetings, forums, and community programs
- Join the League: Membership information and sign-up link
- Contact Us: General email address or contact form

3. Timely Featured Update

Reserve one section of the homepage for the League's most important current update. Updating one featured section is more manageable than regularly changing the entire homepage.

Example of a timely featured update:
Upcoming Candidate Forum
Join us on October 15 at the Town Library to hear from candidates for Select Board.
View Event Details

Possible features include:

- An upcoming candidate forum
- A voter registration deadline
- An early voting reminder
- A recent newsletter
- A community event
- A current advocacy priority
- A call for volunteers

4. Upcoming Events and Key Dates

Highlight the next one to three opportunities for visitors to participate. Include the event name, date, location, and a link to more information.

Possible listings include:

- Monthly League meetings
- Candidate forums
- Voter-registration events
- Community programs
- Registration or early-voting deadlines
- Relevant LWVMA events

5. Ways to Get Involved

Present one or two realistic opportunities based on what the League currently needs and has the capacity to coordinate.

Possible links to include:

- Join the League
- Follow local League Facebook/Instagram
- Volunteer at a candidate forum
- Join our local League email list and/or groupchat

For example:

- There Is a Place for You in the League!
- Whether you have an hour to help at an event or want to become a member, there are many ways to participate.
- Get Involved!

NAVIGATIONAL BARS AND SUB-PAGES MANAGEMENT

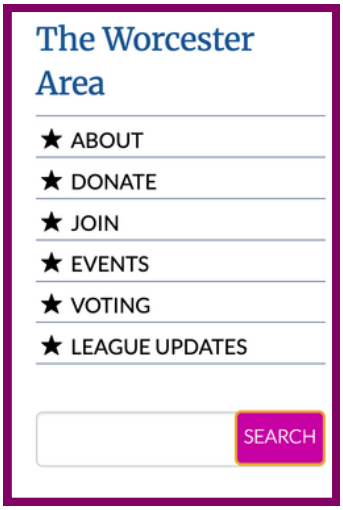
Main pages are the broad categories displayed in the website's navigation bar, usually located at the top or side of the website. Subpages contain more specific information organized underneath each main page. For example, Voting Information may be a main page, while Register to Vote, Election Dates, and VOTE411 may be its subpages.

Focus on maintaining a few essential pages that are clearly organized, current, and easy for visitors to use.

1. 5-6 Main Pages on Navigational Bar

The navigational bar is an important resource for anyone scrolling through websites to help them find the information that they need. The bar should only include 5-6 main tabs/pages that visitors are most likely to need.

For example:



Possible listings include:

- Monthly League meetings
- Candidate forums
- Voter-registration events
- Community programs
- Registration or early-voting deadlines
- Relevant LWVMA events

2. Give Each Page One Clear Purpose

Each page should focus on one main subject. Avoid placing voting information, events, membership details, and League history together on one long page.

For example, the Events page should help visitors learn what is happening and how to attend. Additional information about joining the League should remain on the Get Involved page.

3. Reduce the amount of pages and combine similar information

Most of the time, Leagues do not need a separate page for every topic or event. Combining related information makes the website easier to navigate and reduces the number of pages volunteers must update, and also help anyone scrolling through to explore

Possible combinations of information on the same page/ sub-section:

- Combine joining local League and volunteering under “Get Involved”
- Combine meetings, forums, and programs under “Events”
- Combine election dates, voter registration, and VOTE411 under “Voting Information”
- Combine leadership and general contact details under “Contact Us”

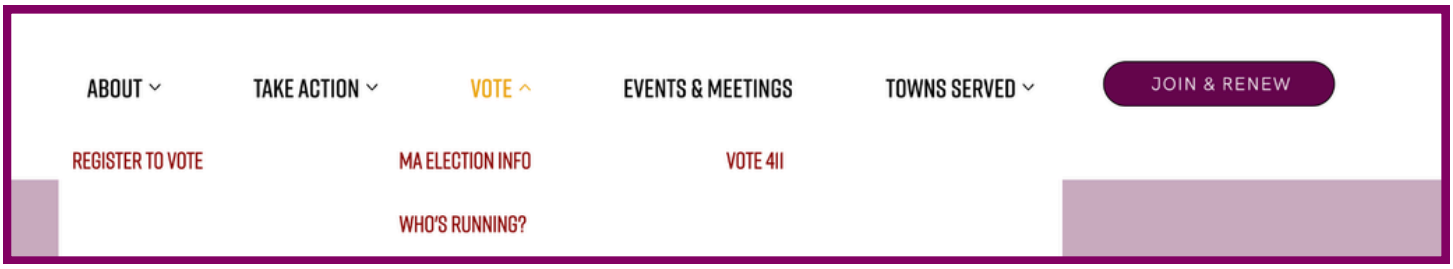
4. Remove or Archive Outdated Pages

Regularly remove, combine, or archive pages that contain expired events, old election information, broken links, or repeated content. Keep past materials only when they remain useful. These can be moved into clearly labeled sections such as:

- Past Events
- Newsletter Archive
- Candidate Forum Recordings
- Annual Reports

5. Example

This is an example of a navigational bar with sub-page organization, taken from the League of Women Voters South Coast website.
The main pages are clear and simplified and the sub-pages under the main pages are also short-titled to be easy to navigate through.



INFORMATION ORGANIZATION

Information organization refers to how content is arranged and presented within each website page. Clear headings, short sections, and consistent formatting help visitors scan information and find what they need. For smaller Leagues, organized content also makes pages easier for volunteers to review and update.

1. Put Important Information First

Place the details visitors need most at the top of the page. Background information can come afterward. For example, an event page should begin with the event name, date, time, location, and registration link.

2. Divide Content Into Clear Sections

Break longer pages into smaller sections with descriptive headings. Each heading should clearly explain what information appears below it, allowing visitors to quickly scan the page and locate the information they need.

When creating headings, be sure to use your website's built-in Heading styles (such as Heading 1 (H1), Heading 2 (H2), and Heading 3 (H3)) rather than simply making text larger or bold.

Proper heading tags create a clear content hierarchy and allow screen readers to help visitors navigate between sections more efficiently. Simply bolding or enlarging text does not identify it as a heading for assistive technologies.

For example, organize a Voting Information page into:

- *Heading 1 (H1): Voting Information*
- *Heading 2 (H2): Register to Vote*
- *Heading 2 (H2): Upcoming Elections*
- *Heading 2 (H2): Early and Mail-In Voting*
- *Heading 2 (H2): Find Your Polling Place*
- *Heading 2 (H2): VOTE411*

This creates a logical structure that is easier for all visitors, including those using screen readers, to navigate while also improving your website's organization and search engine optimization (SEO).

3. Make Information Easy to Scan

Avoid large blocks of text. Present information using:

- **Short paragraphs**
- **Bullet points**
- **Buttons**
- **Content boxes**
- **Images when they add useful context**

IMPROVING VISUAL DESIGNS

USING THE LWVMA THEMES AND COLORS

1. Transition to the Updated LWV Color Palette

If your website still primarily uses the older red and blue color scheme, consider gradually transitioning to the updated brand colors. Even small updates, such as changing heading colors, buttons, or banners can make your website feel more current while maintaining consistency with the League's branding.

The recommended secondary brand colors are:

Color	HEX Code	Suggested Website Uses
LWV Light Purple	#820263	Subheadings, links, icons, callout boxes
LWV Dark Purple	#521C50	Main headings, navigation bar, buttons
LWV Gold	#ECA400	Buttons, highlights, calls-to-action, accents

Find all color codes and brand standards through THIS PDF file.

You do not need to use every color equally. In many cases, using dark purple as your primary color, light purple for supporting elements, and gold as an accent color creates a clean, professional appearance without overwhelming visitors. Black texts are still important to be used.

2. Use Color Consistently Throughout Your Website

Assigning consistent colors to specific elements makes your website easier to navigate because visitors quickly learn what each color represents.

For example:

- *Main page headings: Dark Purple (#521C50)*
- *Section headings or subheadings: Light Purple (#820263)*
- *Buttons and calls-to-action: Gold (#ECA400)*
- *Body text: Black or dark gray*
- *Backgrounds: White or very light neutral colors*

Avoid introducing new colors on every page or using different heading colors throughout the website. Consistency creates a polished appearance and reinforces the League's visual identity.

3. Keep Typography Simple and Easy to Read

A common design mistake is using too many fonts or making text difficult to read. Rather than relying on multiple font styles to create emphasis, focus on readability and consistent formatting.

When choosing typography:

- Use one or two font families throughout your website.
- Keep body text large enough to read comfortably. A 12–16 pt font (approximately 16–18 px on websites) is recommended for most website content.
- Reserve larger font sizes for page titles and headings to create a clear visual hierarchy.
- Avoid using decorative or script fonts for body text, as they can be difficult to read.

USING PHOTOS & GRAPHICS

1. Use High-Quality Photos That Showcase Your League

Photos help visitors connect with your League by showing the people and communities behind your work. Whenever possible, use clear, high-resolution images that highlight your members actively participating in events, voter registration drives, candidate forums, community outreach, advocacy efforts, or educational programs.

Prioritize photos that:

- Showcase community members and League volunteers in action.
- Reflect the diversity of your community.
- Feature authentic League events rather than generic stock photography.
    - NOTE: LWVUS houses a library of professional photos on the image sharing site Flickr. All photos on this page are owned by the League of Women Voters of the United States, and their licensing extends to local and state Leagues. Find League photos AT THIS GALLERY.
- Are well-lit, high-resolution, in focus, and appropriately cropped.
- Include alternative text (alt text) that briefly describes the image.
    - Alt text improves accessibility for visitors using screen readers, provides context if an image cannot be displayed, and helps search engines better understand your website's content.
    - Example under a photo: *"League volunteers assisting community members at a voter registration drive."*
- Use descriptive file names before uploading images instead of generic names
    - Descriptive file names improve website organization for future volunteers and can also support search engine optimization (SEO).
    - Example: *voter-registration-drive-2026.jpg* or *candidate-forum-speakers.jpg*.

Consider featuring a large banner or rotating image on your homepage to immediately introduce visitors to your League and create a welcoming first impression.

Examples:

2. Use Photos Throughout Your Website

Photos should not only appear on the homepage. Placing images throughout your website helps break up long sections of text, making pages easier to read and more visually engaging.

Consider adding photos to:

- Homepage feature sections
- About Us page
- Volunteer and Membership pages
- News and blog articles
- Advocacy or community engagement pages

Tip: Rather than placing many small images together, use fewer, larger photos that complement the surrounding content.

A well-placed image every few sections provides a visual break and encourages visitors to continue reading.

For promotion, join the league posters, view more THROUGH THIS GALLERY.

3. Use Graphics to Organize Information

Graphics can help guide visitors through your website and make important information easier to identify. Avoid overusing decorative graphics or clip art.

Some simple design elements include:

- Horizontal lines or dividers to separate major sections.
- Borders or frames around flyers, announcements, or downloadable resources so they stand out from the page background.
- Colored callout boxes to highlight important reminders, election deadlines, or upcoming events.
- Icons (calendar, location, clock, email, phone) to quickly identify information without requiring visitors to read large amounts of text.
- Buttons for actions such as Register, Donate, Join, or Learn More.
- Cards or tiles to organize related content, such as featured events, recent news, or volunteer opportunities.
- Consistent spacing and margins between sections to prevent pages from feeling crowded.

BUILDING VISUAL HIERARCHY

1. White Space

White space is the empty space surrounding text, images, buttons, and other page elements. Although it may seem like unused space, it plays an important role in making a website feel clean, organized, and welcoming.

Using white space effectively can:

- Improve readability by separating content into manageable sections.
- Reduce visual clutter and prevent pages from feeling overwhelming.
- Draw attention to important information without adding unnecessary graphics.
- Create a more modern and professional appearance.

Avoid filling every part of a page with text or images. Instead, leave enough room around content so visitors can comfortably move through the page.

2. Spacing & Layout

Consistent spacing helps organize information and creates a smoother reading experience. When content is placed too closely together, visitors may have difficulty distinguishing where one section ends and another begins.

When designing your pages:

- Leave consistent spacing between headings, paragraphs, images, buttons, and graphics.
- Separate major sections with generous spacing or horizontal dividers.
- Add margins around photos and graphics so they do not appear crowded.
- Avoid squeezing large amounts of text into small boxes or narrow columns.
- Maintain similar spacing throughout your website to create a polished and consistent layout.

3. Scanability

Most visitors scan a webpage before deciding what to read. Organizing information into smaller sections allows users to quickly locate the content they need. A visitor should be able to understand the purpose of a page within just a few seconds.

Improve scanability by:

- Using descriptive headings and subheadings to organize information.
- Keeping paragraphs short and concise.
- Breaking up long blocks of text with bullet points or numbered lists.
- Grouping related information together.
- Placing the most important information near the top of the page.

4. Visual Emphasis

Visual emphasis helps direct visitors' attention to the most important information on a page. Rather than relying on large graphics or excessive colors, small formatting choices can effectively highlight key details and improve readability.

Examples include:

- Bold text for important reminders, deadlines, or action items.
- Italicized text for notes, additional context, or supporting information.
- Accent colors to distinguish important details, such as event locations or calls to action.
- Callout boxes, banners, or buttons for announcements and featured content.

For example:

- *Election Day: November 3, 2026*
- *Location: Boston Public Library*
- *Registration Deadline: October 24, 2026*
- *“Learn More” button highlighted using the League's gold accent color.*

Using a variety of formatting techniques helps visitors quickly identify important information. However, avoid applying emphasis to every sentence or combining multiple styles—such as bold, italics, underlining, and color—at the same time. If everything stands out, nothing stands out.

5. Consistency

A consistent layout helps visitors navigate your website with confidence. Similar pages should follow similar structures so visitors know where to find information, regardless of which page they visit. Consistency creates a cohesive experience and reinforces your League's professionalism and branding.

Maintain consistency by:

- Using the same heading styles throughout the website.
- Keeping button styles and colors consistent.
- Following a consistent spacing pattern between sections.
- Aligning photos and graphics similarly across pages.
- Maintaining a predictable layout for recurring pages such as Events, News, or Membership.

ADVANCED IMPROVEMENTS

Once your website has a strong foundation, there are additional features that can further improve the user experience. While these improvements are not required, they can help visitors navigate your website more efficiently, stay informed about League activities, and increase engagement within your community.

ACCESSIBILITY: HIGHLIGHTING EVENTS & PROGRAMS

1. Color Contrast

Good color contrast improves readability by ensuring that text stands out clearly against its background. Poor contrast can make information difficult to read, particularly for individuals with visual impairments or when viewing a website outdoors or on a mobile device.

Some best practices include:

- Dark text on light backgrounds.
- Avoid placing light-colored text on white or pastel backgrounds.
- Reserve accent colors for headings, buttons, and highlighted information rather than body text.
- Ensure buttons remain easy to distinguish from surrounding content.

2. Mobile-Friendly Design

Many visitors will access your website from their phone rather than a desktop computer. A website that functions well on mobile devices provides a better experience and allows visitors to find information wherever they are.

Before publishing changes:

- Preview the page on both desktop and mobile devices.
- Confirm that text remains readable without zooming.
- Ensure images resize properly.
- Verify that buttons are large enough to tap comfortably.
- Avoid layouts that require horizontal scrolling.

3. Descriptive Links and Hyperlinks

Links should clearly explain where they will take visitors. Descriptive links are more accessible and help visitors decide whether the linked information is relevant to them.

Instead of writing: “Click here”, consider writing:

- View Upcoming Events
- Register to Vote
- Become a Member
- Learn About Our League

How to add a hyperlink

A hyperlink is clickable text or an image that takes visitors to another webpage, document, or section of a website.

1. Highlight the words you want to turn into a link.
2. Select the link or chain icon in the editing toolbar.
3. Paste the webpage address into the URL field.
4. Select Apply, Save, or press Enter.
5. Test the link to make sure it opens the correct page.

Keyboard shortcuts

- Windows: Highlight the text and press Ctrl + K
- Mac: Highlight the text and press Command + K
- Copy a webpage address: Press Ctrl + C on Windows or Command + C on Mac
- Paste the address: Press Ctrl + V on Windows or Command + V on Mac

4. Use Event Cards

Many websites display events as long paragraphs or blog posts. Instead, organizing events into individual cards or panels creates a cleaner appearance and allows visitors to compare events more easily.

Each event card may include:

- Event flyer or photo
- Short description
- Date & time
- Location
- Registration button

USING WEBSITE FEATURES

Modern website features improve navigation, increase engagement, and help visitors find information more efficiently. Many of these tools are free or already available within common website platforms.

1. Google Calenders

Google Calendar is a free tool that many local Leagues already use because updates automatically appear on the website whenever new events are added. Displaying only the next few upcoming events on the homepage while linking to a full calendar keeps the homepage organized.

For more guidance on using Google Calendar, consult THIS page.
For help attaching a Google Calendar to your website, you can read THIS help page.

2. Website Analytics

Website analytics tools, such as Google Analytics, help you better understand how visitors interact with your website. Google Analytics is a free tool that can be connected to most website platforms and provides detailed insights through easy-to-understand dashboards .By reviewing website traffic and user behavior, your League can make informed decisions about what content is working well and what areas may need improvement.

Website analytics can help answer questions such as:

- Which pages are visited most often?
- How are visitors finding your website?
- How much time are visitors spending on each page?
- Which events, programs, or resources receive the most attention?
- Are visitors primarily accessing your website from a computer or a mobile device?

You can read more on how to use Google Analytics through THIS page. Many website builders also include their own built-in analytics if you prefer not to use Google Analytics.

3. Frequently Asked Questions (FAQ)

Many visitors ask the same questions regarding membership, voting, volunteering, or events.

Creating a FAQ page:

- Saves volunteers time.
- Provides answers immediately.
- Reduces unnecessary emails.
- Organizes large amounts of information into an easy-to-read format.

Accordion (dropdown) FAQs are particularly useful because they reduce scrolling while allowing visitors to expand only the questions they need.

4. Videos

Videos provide an engaging way to showcase League activities while allowing visitors to experience your organization beyond written content. They can help introduce your League, highlight community involvement, and provide educational resources in a more dynamic and personal way.

Examples include:

- Candidate forums
- Educational presentations
- Community events
- Volunteer interviews
- League introductions

Embedding videos directly into your website allows visitors to remain on your page rather than navigating away to another platform, creating a more seamless browsing experience.

Accessibility Tip: Whenever possible, enable closed captions or provide a transcript for every video you share. Captions make videos accessible to individuals who are deaf or hard of hearing, benefit visitors watching without sound, and improve comprehension for users whose first language is not English. Providing transcripts also ensures that the information remains accessible to all visitors, regardless of how they choose to engage with your content.

5. Social Media Integration

Your website and social media platforms should complement one another. This helps maintain communication between website visits.

Consider:

- Adding Facebook and Instagram icons to your homepage.
- Embedding recent social media posts.
- Linking event pages to Facebook Events.
- Encouraging visitors to follow your League for additional updates.

6. Contact Forms & Interactive Features

Visitors should always know how to reach your League. Providing multiple ways for visitors to connect encourages greater community engagement while making your League more approachable.

Consider adding:

- Contact forms
- Interactive maps
- Leadership directories
- Meeting locations
- Office hours
- Email links

RESOURCES

Local Leagues rely on a mix of platforms like MyLO, ChapterSpot, and ClubExpress to build and maintain their websites, and this section brings together the key guides, FAQs, and training materials for each. Whether you're setting up a new site, troubleshooting an existing one, or deciding which platform is the right fit, these resources will help you navigate the process with confidence.

BRANDING AND MANAGEMENT TOOLS

- LWVMA Brand Standards: Official guidelines for logos, colors, fonts, and messaging to keep League materials consistent and on-brand.
- LWVUS Photo Gallery: A library of approved LWV photos Leagues can use in newsletters, websites, and social media.
- LWVUS Promotional Flyers: Ready-made flyers and toolkit materials Leagues can use to recruit and promote membership.
- LWVMA State and Local League Logos: Downloadable official logos for Massachusetts state and local Leagues.

GUIDANCE ON LEAGUE WEBSITE

MyLO

- MyLO Homepage / Find Your League's Website: The main portal for browsing and accessing local League websites built on MyLO.
- MyLO Documentation Hub: A searchable collection of how-to articles covering all aspects of managing a MyLO site.
- MyLO Essentials for Beginners: A starter guide walking new webmasters through the basics of editing and publishing content on their MyLO site.
- FAQ: MyLO and ChapterSpot: Answers common questions about how MyLO and ChapterSpot relate and whether Leagues must use one or the other.
- MyLO and ClubExpress FAQ: Explains how Leagues can use MyLO and ClubExpress together for website content and membership management.

ChapterSpot

- ChapterSpot Resource Hub (LWVUS): Central page with FAQs, guidance, and updates for Leagues using or transitioning to ChapterSpot.
- LWV Member Portal Administrators' Guide (PDF): A detailed manual for League admins on managing rosters, emails, and member data in the portal.
- ChapterSpot Website Training Slides (PDF): A training deck walking League leaders through setting up and updating a ChapterSpot website.
- Member Portal Resources: Additional support resources, including peer liaisons and office hours, for Leagues using the Member Portal.

ClubExpress

- LWV/ClubExpress Roundtable: A member community offering peer support and resources for Leagues evaluating, migrating to, or using ClubExpress.
- ClubExpress User Manual & Video Tutorial: A comprehensive manual and video library covering ClubExpress features and setup.
- LWV and ClubExpress Webinar Slides (PDF): Slides from a national webinar explaining how ClubExpress integrates with the LWV membership platform.

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