



Region and Chapter Website Guidelines

In order to ensure that all EGA-related websites appropriately represent EGA we ask that all chapters and regions follow the website guidelines below.

Homepage

Every chapter or region website has to include the following EGA information on its homepage:

- The full name “**Embroiderers’ Guild of America**”
- The **official EGA Logo**.
- **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.

These items can appear lower than the main region/chapter information but **must** appear on the home page.

The logo can be found in the Marketing Resources section of [Document Downloads](#).

EGA National Representation on Your Website

Every Region and Chapter Website must include a page where the following information will be posted. A link to this page shall appear in your homepage and/or website menu.

Embroiderers’ Guild of America: Where Needle Art Lives

EGA Color Logo

The (*name of chapter or region*) is part of the Embroiderers’ Guild of America, a 501(c)(3) organization.

The mission of the Embroiderers’ Guild of America is to inspire passion for the needle arts through education and the celebration of its heritage.

To learn more about EGA please visit the links below.

National Website linking to <https://egausa.org/>

About EGA linking to <https://egausa.org/about-us/>

Find an EGA Chapter linking to <https://egausa.org/chapter-map/>

EGA Events linking to <https://egausa.org/events>



EGA Embroidery Classes linking to <https://egausa.org/courses-overview/>

EGA's Library and Study Boxes linking to <https://egausa.org/library/>

Contact EGA National Headquarters linking to <https://egausa.org/contact>

EGA's Headquarters are located at 1205 East Washington Street, Suite 104, Louisville, KY, 40206.

Permissions and Copyright

Permissions

Written permission from the owner is required before posting images or content that belongs to someone else on your website. This can be done electronically through email, on paper or using the *Newsletter and Website Permission to Publish Form* on Document Downloads.

Disclaimers

Please 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, your Contact page.

Copyright: 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 that has links to organizations or businesses outside of EGA, please include the following disclaimer on the page.

Disclaimer

The links below 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?

As region and chapter websites are developed or revised, the appropriate webmaster shall send the information and home page URL to the region director or the region's designee. The region director, or designee, will submit all revisions to national headquarters at egahq@egausa.org, copy to vice president vp@egausa.org.

All websites must be routinely reviewed 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, program, and membership.

While our websites are in great part to keep members informed, websites are a great tool to recruit new members. Make sure that the information is clear and easy to understand for someone who is not familiar with EGA.

- Personal information of members shall not be published on any website without express written permission given. EGA Member's physical addresses and phone number should **not** appear on your website.
- If your chapter or region has social media channels (Facebook, Instagram, Pinterest, Twitter, etc.) please include links to these on your website's header or footer so they will appear in all your pages.
- Advertising on your website shall 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.

Need Assistance

If you have questions regarding any of these topics or if you need any assistance, please contact our Electronic Media Coordinator at rduren@egausa.org.