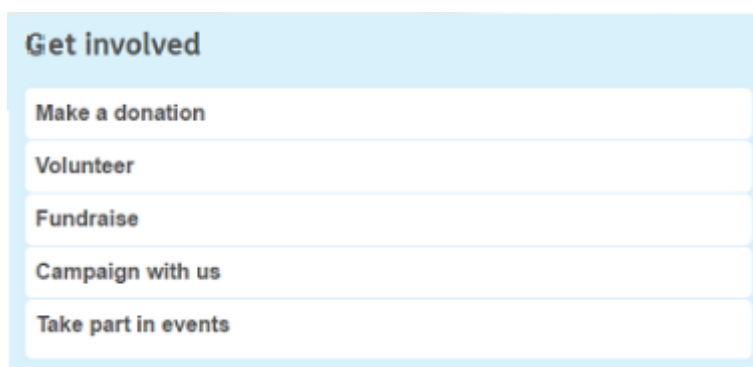# Steps to Optimise your School Website for Income Generation

1. Make your website engaging, so people want to interact with it.

2. Put buttons for income generation activities, such as **Events & Meetings Facilities to Hire** and **Services** directly on your homepage so people can see and access these straightaway with only one click.

3. Include on your school's Home Page, a **Get involved** section which links to all the ways the community can get involved in helping you build and enhance the school.
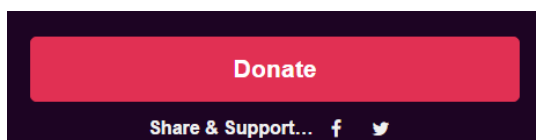
   For example,

   We recommend that you include links in the **Get involved** section to the **Joinos Community Page** for each of your school projects. These community pages are the place where you can give a lot of detail about each project, the benefits to the school and the community and also call for donations, sponsors and volunteers for the project.

   For an example of a project community page, check out our **Joinos Community Page** for [Burn While You Learn](#).

4. Maximise the real estate of your website **Home Page** by putting contact details and hours of school business at the foot of the page instead of near the school logo. Then use the space beside the logo to appeal for donations to the school fund. For example:

5. Under **About Us** put a navigation option for **The School Gives Back** to highlight your school's social responsibility policy - again see example in [Burn While You Learn](#).