

# NWSRA Online Resource Center Guidelines

NWSRA welcomes opportunities for cross-promotion through the sharing of website links. The benefit of a link exchange is that it requires minimal effort, but can increase web traffic by providing additional exposure through search engines and sites that link to the NWSRA website. The purpose of the NWSRA link exchange program is to promote the mission of NWSRA through link exchange partner websites, while providing access to other useful and relevant online resources to NWSRA customers on the NWSRA website.

The link exchange program exists as an in-kind trade of promotional links on two websites. One link would exist on the NWSRA website, and the other link would exist on the partner agency's website. This program is available to community service groups, Park Districts, service clubs and other non-profit agencies whose services would be of direct benefit to NWSRA customers.

This program is not available to corporations, businesses, referral agencies, advertisers and/or individuals who wish to include their link on the NWSRA website. However, they may contact Special Leisure Services Foundation for information on sponsorship opportunities that include this benefit.

Below are the criteria for exchanging website links for consideration:

- The content of a website is of a high standard and information orientated.
- The website must have a reciprocal link to the Northwest Special Recreation Association Homepage.
- Services and/or information offered are relevant to recreation or therapy for children and adults with disabilities.
- Your organization name/description to be posted on the NWSRA website must be 100 characters or less.
- Organization must provide services within the geographical NWSRA service area.

A website will NOT be considered for the exchange program if:

- Websites are for corporations, businesses, referral agencies, advertisers, individuals or other for-profit entities.
- Services are not relevant to recreation or therapy for children and adults with disabilities.
- Websites promote hatred, prejudice, bigotry, profanity, violence, smoking, drugs, alcohol, unacceptable adult content or anything related.
- The links pages on the website are clearly not designed to help visitors find the reciprocal link.
- Websites flag the NWSRA reciprocal link as "no index, no follow".

**NWSRA reserves the right to reject or disable website links for any reason and at any time without prior notice. NWSRA may also request that its link be taken off of partner organization websites at any time and for any reason.**