

## Campaign Website Development

With Spalding Group's suite of available online tools, your donations will increase, your supporters will be put into action, and you will be able to reach and inform a fresh pool of potential voters. You can even enhance your get-out-the vote efforts.

### Professional Package:

Our Professional Campaign Website Package includes the following:

- **Home Page** – Design that incorporates your campaign logo and colors
- **Biography Section** – Includes data and photos supplied by campaign
- **Issues Section** – Highlights issues that matter most to your constituents
- **Endorsements Section** – Showcases prominent individual and organizational supporters
- **Get Involved** – A section with a form that captures volunteer and activist information. This info will automatically download into your database for future use.
- **News/Events Section** – Press releases, upcoming events, fundraisers, etc.
- **Email Signup** – Build your email list. Includes initial database creation.
- **Content Management** - Easy-to-use menu that assists your staff in updating news, events and endorsements instantly.
- **Graphic Design, Web Programming** – Site design that reflects the graphic theme of your campaign, while providing an online environment that loads quickly and is easy to navigate.
- **Placement of campaign-provided photography** – Digital conversion for use on the Internet and placement of photographs in the appropriate sections.
- **Search Engine Website Listings (Google and Yahoo)** – Listing of your site with the Internet's top two search engines. Our advanced listing techniques allow your site to be found within a week, compared to what otherwise may take up to a year.

## “A La Carte” Options

Add any of these services to our “Professional Package”

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• **Blog** – Your very own web log for consistent communication.

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• **Flash Elements** – Dynamic elements to enhance your look and message. Adds movement to important website creative elements.

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• **Photo Gallery Automated** – A content management tool will be added allowing you to manage your own photo gallery.

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• **Email Blast Tool** – Our Email Blast Tool allows an authorized campaign staffer to enter a message and distribute emails to addresses collected from your website campaign database. Very easy to use.

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• **Volunteer Action Center** – This area will stimulate an online grassroots movement, with easy-to-use tools that will allow supporters to build their own email distribution lists and recruit others, register to vote or help others register, obtain information for writing letters to the editor, and more! \$

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• **Multimedia Center** – Add campaign radio and TV spots to your website in our media center. Setup includes converting 2 radio and 2 TV spots for the web for speed and convenience.

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• **E-Donations** – Please see Spalding E-Contributor Section

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• **Campaign Online Store** - Please See our Online Store and Fulfillment Section

## Elite Package:

Includes all the features of our “Professional Package” plus:

- **Blog** – Your very own web log for consistent communication.
- **Flash Elements** – Up to five dynamic elements to enhance your look and message. Adds movement to important website creative elements.
- **Photo Gallery Automated** – A content management tool will be added allowing you to manage your own photo gallery.
- **Email Blast Tool** – Our Email Blast Tool allows an authorized campaign staffer to enter a message and distribute emails to addresses collected from your website campaign database. Very easy to use.
- **Volunteer Action Center** – This area will stimulate an online grassroots movement, with easy-to-use tools that will allow supporters to build their own email distribution lists and recruit others, Register to Vote or help others register, obtain information for writing letters to the editor, and more!
- **Multimedia Center** – Add campaign radio and TV spots to your website in our media center. Setup includes converting 2 radio and 2 TV spots for the web for speed and convenience.