

Dear School Board Candidate,

Congratulations on your decision to run for school board. Our website development team is available to build and launch your campaign website for the Nov. 8, 2022 General Election, allowing you more time to focus on meeting and speaking with voters. We designed and managed the website for Linda Chavez's 2018 successful campaign for Alum Rock Union School District board.

Now is the time to start thinking about your website, gathering the necessary photos, video, text and more. See [here](#) for a sample website. The website color themes and backgrounds will be customized to complement the photos and videos you provide.

Your website will include the following pages, links and services:

- Home (candidate's official campaign photo, campaign slogan, contact information and campaign office location)
- About (candidate's bio, reason for running, etc.)
- Positions/Issues: Your top 3 to 5 education issues where you want to make a difference
- Endorsements (list of those who have endorsed your campaign)
- Link to Constant Contact or similar email platform that allows you to gather supporters' contact information, send and receive email, and offer voters several ways to volunteer for your campaign.
- Link to your donation platform (ex. Anedot)
- Links to social media (Twitter, Facebook, YouTube, etc)
- Hosting of 1-2 videos
- Setting up the site with your custom domain

Cost: \$500 for website development and launch of site by late August and maintenance of the site through the election. This includes basic editing of candidate-provided text for grammar, punctuation and style.

Candidate is responsible for setting up and paying for the following:

- Domain name and hosting (ex. GoDaddy, Wix)
- Constant Contact or other email program
- Donation platform
- Wix Premium (needed for using a custom domain name)

If you use Wix for both the domain name and hosting, the cost is \$100. We can step you through signing up and registering for these services.

Timeline: Website build begins in early July, with draft website available for your review and approval beginning in early August. Sites will be ready to go live in mid- to late-August.

For more details and to schedule a free phone consultation about your website, contact Joyce by email at jswanhall@yahoo.com or call 775-848-7370.

Our team

Janis Hall

Website designer, communications professional, weekly guest on the DC-based webcast
The Exceptional Conservative Show

Joyce Swanson,

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profile: