

Welcome

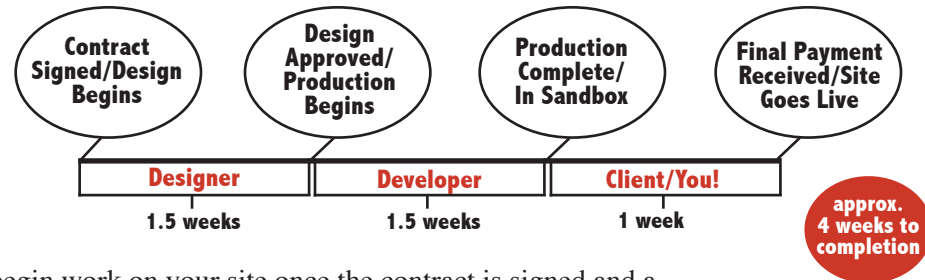
Getting Started

- 1. Your Website Workflow**
- 2. Additional Services**
- 3. Design Questionnaire**
- 4-5. Detailed Instructions**



Your Website Workflow:

You signed a contract, hooray! The process from sign date to your site going live will take about **three to four weeks**. The work flow below is an approximation of this process.



- Sign Contract:** We will begin work on your site once the contract is signed and a down payment for half of the total fee is received. You will also need to complete the questionnaire that is linked below the Phase 1 instructions on page 3.
- Media Files:** Before we begin design, send the designer all media files. This includes an editable version of the logo (Photoshop or Illustrator preferred) and a minimum of one professional photo of the candidate (for those in Milwaukee/Chicago, we offer this service on site).
- In Design: (1.5 weeks)** Your designer will work on a design based on your input and Candidate Profile Questionnaire. She will present the design and await your critiques and/or approval before finalizing the design.
- Production/Development: (1.5 weeks)** Once the design is finalized, your developer will work on the super technical coding and skinning business to ready your site for content, photos and social media applications.
- In Sandbox: (1 week)** When your developer is finished creating your functional site, he will give you the access to begin uploading your content. He will include instruction for this process.
- Full Payment/Live Site:** We need your full payment before the site can go live. When the payment is received, the site might take anywhere from 1-24 hours before it goes live (this delay relates to 1980s Internet technology; no relation to humans)
- Support:** We will not go away after your site goes live. Our Coordinator will check in with you periodically to make sure you are a happy customer! We are also here for you to answer any questions about your site as they arise.

Contact Information

Designer:
heather@idealcampaign.com
Developer:
scottz@idealcampaign.com
Coordinator:
carly@idealcampaign.com
Support: (877)840-8283

This workflow is a general estimation. Completion times will vary based on client response, number of revisions, etc. We have more detailed instructions are listed on pages 3-4.

Help Us Help You

What we need to speed up the process:

- ★ If you are using our Patriot donation system, make sure your account is set up.
- ★ Email your Facebook, YouTube, Twitter, etc. links to Scott.
- ★ Email your domain registrar (GoDaddy, Network Solutions, etc.) login information directly to Scott.
- ★ Have your Web content typed in Word with no special formatting (bulleted/numbered lists are allowed, everything else is removed).
- ★ Recommended pages: About the Candidate, Welcome Letter (2-3 paragraphs), Issues (2-4 paragraphs, one per Word doc.), Contact (address, phone, etc.)

Additional Services

- ★ **Custom Logo Design** — Our Designer will create a custom logo for your campaign or organization incorporating your input and vision.
- ★ **Social Media Maven** — Not too familiar with the Ins and Outs of Social Media? We'll help you organize your Facebook, Twitter, Flickr, etc. pages to maximize effectiveness.
- ★ **Grammer Guardian** — We now offer proofreading services and can help with writing those oh-so-important press releases!
- ★ **Business Card Design** — Is your business card nonexistent or just plain boring? Do you want to stand out? We can help you there.
- ★ **Brochure Design** — Our designer would be honored to create a design for your issue/informative brochure.
- ★ **Website Statistics** — Who is looking at your Website? Talk to us about tracking your traffic.
- ★ **Internet Ad Stickers** — Get your name out there. We'll design an Internet Ad that will get everyone talking, in a good way.
- ★ **Bulk Email Template Design** — If you have Bulk Mail, we can help you design a template for your newsletter or solicitation mail.
- ★ **Facebook Donate Tab & Sticker** — What's better than being able to donate right from your Facebook page? Nothing.

Call today for pricing and availability!

Phase 1

- 1** Sign and return the contract along with a check for half the total Ideal Campaign fee (Standard: \$1,250; Pro: \$1,350).
- 2** Take a few minutes to fill out our Candidate Profile Questionnaire: http://idealcampaign.com/Website_Questionnaire.aspx
- 3** Submit an editable version of the logo. Photoshop or Illustrator (preferred) is acceptable (PSD, AI, or EPS). We also provide logo design services if you have not yet acquired branding for your campaign. Send logo to heather@idealcampaign.com.
- 4** Provide professional photos of the candidate. At a minimum we will need one professional portrait photo, candid photos are also powerful tools but we need at least one professionally shot photograph. For those in the Milwaukee/Chicago area we offer this service on site. Send photos to heather@idealcampaign.com.
- 5** Complete our campaign email account request form so we can setup and configure the email for the campaign. Some addresses are included with each Website and additional addresses are available for a small fee.

By following these steps and taking responsibility for delivering the items listed, we can make this process organized and efficient. Failure to provide our team with the necessary items will only result in a delayed launch of your Website, so please carefully review this list and notify us if you need any assistance.

We need these items before beginning design. Once the design process commences, we will decide on a deadline that allows 7-10 days leading up to design approval and transition to Phase 2.

Phase 2 takes you through the development process. Send all requested information below to scottz@idealcampaign.com. Once the development process commences, we will set a deadline that allows 7-10 days leading up to the handover date. At this point, you (the client), should impose your own deadline to upload content in a period of 7-10 days.

Following these steps and abiding by deadlines should get your site live in approximately 3-4 weeks. Live date will vary based on client response, revisions, etc.

Phase 2

- 1** Send us the login information for your domain registrar (Network Solutions, GoDaddy, Register.com, etc). We will use this to move your domain name to our server.
- 2** Provide the exact disclaimer needed for the footer on the Website. This varies by race so check your campaign finance laws for more information.
- 3** Provide the name, email address, and phone number of everyone you want trained on the content management system. This is generally 1-3 people that will keep the site updated.
- 4** You should already be writing content for your site, if not, now is the time to start. This should be in Word format, but should not include any formatting (font sizes, colors, bold, etc). Each page should be a separate document. We recommend the following: biography, contact info (physical address and phone number), issues pages (at least 2 paragraphs for each) and welcome letter.
- 5** Send us the links to all of your social networking sites. We recommend Facebook, Twitter, Flickr, and YouTube.
- 6** Make sure you set up your Patriot account. Go to our knowledgebase for help:
http://support.maelstromsolutions.com/index.php?_m=knowledgebase&_a=viewarticle&kbarticleid=7&nav=0,1
Don't forget to set up your volunteer module and verify all of your settings pages.