

BUILDING A WEBSITE



Hosting a campaign website is an important tool to have in your belt for a digital campaign. Your website can serve as a kind of "home base" that you can share with people to spread the word about your solution to the issues, direct people to sign your petition, and encourage them to get more involved.

The simplest way to do this is to **contact our campaigns team** and use one of our templates for your campaign! We will take care of the design, hosting, and technology work for you so you can focus on advocating for your community.

If you choose to create your own website, we recommend it have the following four things:

1. A description of the problem
2. The solution needed to solve it
3. A link to your petition
4. Ways for folks to get more involved

Make the "ask" very clear, and towards the top of the page. For example, if what you want is for people to sign your petition, provide a link within the first few lines or so.

When in doubt, less is more. Be concise and simple—we're all busy, so your site is more likely to be read if it's short and to the point. This goes for design too; make sure not to crowd the page with too much text or too many images so the page is still readable to your audience

Ensure the site works on both desktop and mobile. Web traffic is evenly split between both mobile and desktop access these days, so it's very important your site works for both.