



## THE COUNTY WEBSITE PROGRAM

About half of Iowa's county Democratic parties and many progressive organizations have no website. These organizations rely entirely on Facebook or other social media—leaving their organizing at the mercy of algorithms and platform decisions.

### What's Included for **\$350 a year:**

- Domain registration and privacy protection
- 3 dedicated email accounts — choose addresses like chair@yourcounty.org
- Professional WordPress hosting on optimized servers
- Custom website design using drag-and-drop Divi theme
- Professional event calendar
- Logo and image optimization
- Integration with Let's Vote and Let's Register downloads
- Training via Zoom for your volunteers
- Ongoing support from the Activate Iowa team

**Timeline: 15-30 days from payment to launch**

## WHAT WE WILL DO FOR YOU

### Activate Iowa will provide the following website setup services:

#### Domain name registration

- Your domain name will be registered under the Activate Iowa account at NameCheap.

#### Website hosting & customization

- Your website will be hosted on Flywheel, a premium WordPress hosting service, under the Activate Iowa account.
- Logo and image optimization provided.
- Your WordPress theme will be Divi, a premium drag-and-drop WordPress theme and visual page builder.
- Plugin installation provided.
- A professional event calendar provided.
- Credentials for your website hosting provided.
- As an all-volunteer team, we can only support websites hosted on our platform to keep things simple and affordable.

#### Training & Support

- Training in using Divi, the Calendar system and image implementation for easy management of the website.
- If you ever move your website to another host, you're free to do so.



### Ongoing Services

- Ongoing image optimization for the photos you may want to add, as needed.
- Rescue support if something goes wrong.
- You will be able to do all the simple management and for more difficult things, we will be there for you.
- Ability to easily offer voters downloadable “Let’s Register” and “Let’s Vote” PDF voter guides.
- Ability to share resources among counties and across the state.

### Activate Iowa will provide 3 mailboxes:

- You can choose three addresses like chair@yourcountydems.org, accessible online or on your desktop.

### Activate Iowa will provide the following additional services:

If you are interested in Marketing Email services (Mailchimp, MailerLite etc.), a member of our team will help you:

- Choose the email service that will best meet your needs and help you set up your subscription.
- Note: the cost of the service is covered by the county and is not part of the annual fee paid to Activate Iowa.
- Learn how to use the service.

## WHAT YOUR COUNTY PARTY WILL DO

County Parties that participate in the program will pay an annual fee of \$350 to Activate Iowa for the services outlined above. If the project continues to expand, we anticipate that the annual fee will decrease.

### Steps in project

#### Step 1: You fill out our Interest Form and schedule an initial zoom meeting

- If you haven’t already done so, fill out our **Interest Form**.
- Review these materials.
- Designated person(s) will meet with the Activate Iowa team over Zoom to discuss the scope, process and cost of services available.
- If you are interested in marketing email services (Mailchimp, MailerLite etc.), the team will go over those services as well.
- We will be available for follow up questions by email, phone or text.

#### Step 2: You obtain authorization to proceed from your County Party

The County Party will review all of the information and get authorization to proceed with the project. In addition:

- Once you have decided to go forward with website development and/or marketing email setup, you will verify your participation in an email.

#### Step 3: You receive the Next Steps email

After receiving authorization, we will send you a Next Steps email with a link to your **Pink Form**.



**Steps 4-7: You will complete these on your own — we are available if you need us!**

Enter your choices for Steps 4-7 on the online **Pink Form**. **Timeline to assemble the information & send to us: 7 days**

- **Step 4:** You decide on a domain name for your website, for example, nameofcountydems.org. We complete the domain name registration at Namecheap. We can also migrate an existing domain name from another company.
- **Step 5:** You decide with your team on 3 email address names you'd like (e.g. chair@, secretary@, info@)
- **Step 6:** You choose your template. We have 14 home page options available. Choose the home page option you like. All of the images on the current site may be replaced with images specific to your county. Or, you may keep the images we have in place – they are copyright compliant.
- **Step 7:** Upload your logo or tell us to begin designing one. Find a version of your logo that is as hi-resolution as possible. If you want us to create a logo, let us know and we will begin working with you on the design. If we are designing for you, you'll indicate if you have something in mind.

**Step 8: We do this one together — Book your Website Walkthrough!**

During this meeting we will go over your edits and preferences page by page. **Timeline: The sooner this is completed, the sooner we can create your website.**

**Before Your Website Walkthrough — have these ready:**

- Your donation link (ActBlue, PayPal, etc.) & social media addresses / links
- Prepare any new content you'd like to add. For instance, new language on the Home page; specific volunteer opportunities on the Volunteer page; a mission statement for About page etc.
- Executive Committee members and other leadership positions & Central Committee membership list if desired
- Photos associated with your county party that you want on the site – to be emailed to us at [admin@activateiowa.org](mailto:admin@activateiowa.org)

**Step 9: Activate Iowa creates your website**

Our team will incorporate your customizations. We will also have conversations with you if we have additional questions. **Timeline: 5-10 days after the customization meeting.**

**Step 10: We will both proofread**

Our team does an initial proofread — please also have a couple of people from your county review the content and test the links. **Timeline: 3-5 days**

**Step 11: You will pay us**

Once the website is live and complete, we will invoice you and accept full payment in the form of a check made payable to “Activate Iowa”, mail payment to Gerene Denning, 1146 Oakes Dr, Iowa City, Iowa 52245. There may be other payment methods available in the future.

**Step 12: Training**

We will set up Zoom training for your designated website administrators. The first priority is learning how to add Calendar entries. The Activate Iowa team will always be available if you get stuck! **Timeline: 7-14 days**

**Step 13: You will tell the world about your new site!**

Let people know through social media and your email lists about your new website. Be sure to include the website information in any new publications. **Timeline: ongoing**

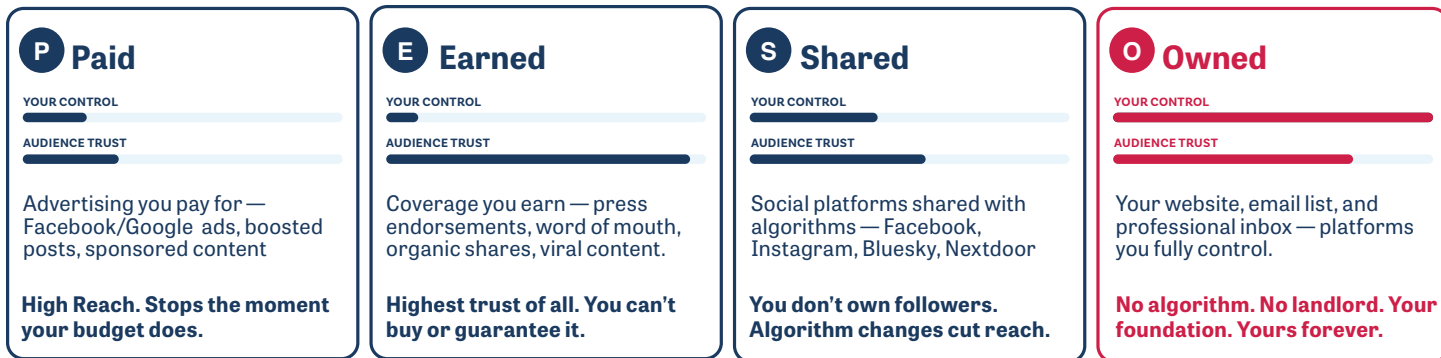
**Step 14: Post-launch Support**

The Activate Iowa team will help train you and also get you out of a bind if issues arise. **Timeline: ongoing**

# IOWA DEMOCRATIC PARTY DIGITAL MAP

## County-Level Outreach Tools & Strategy

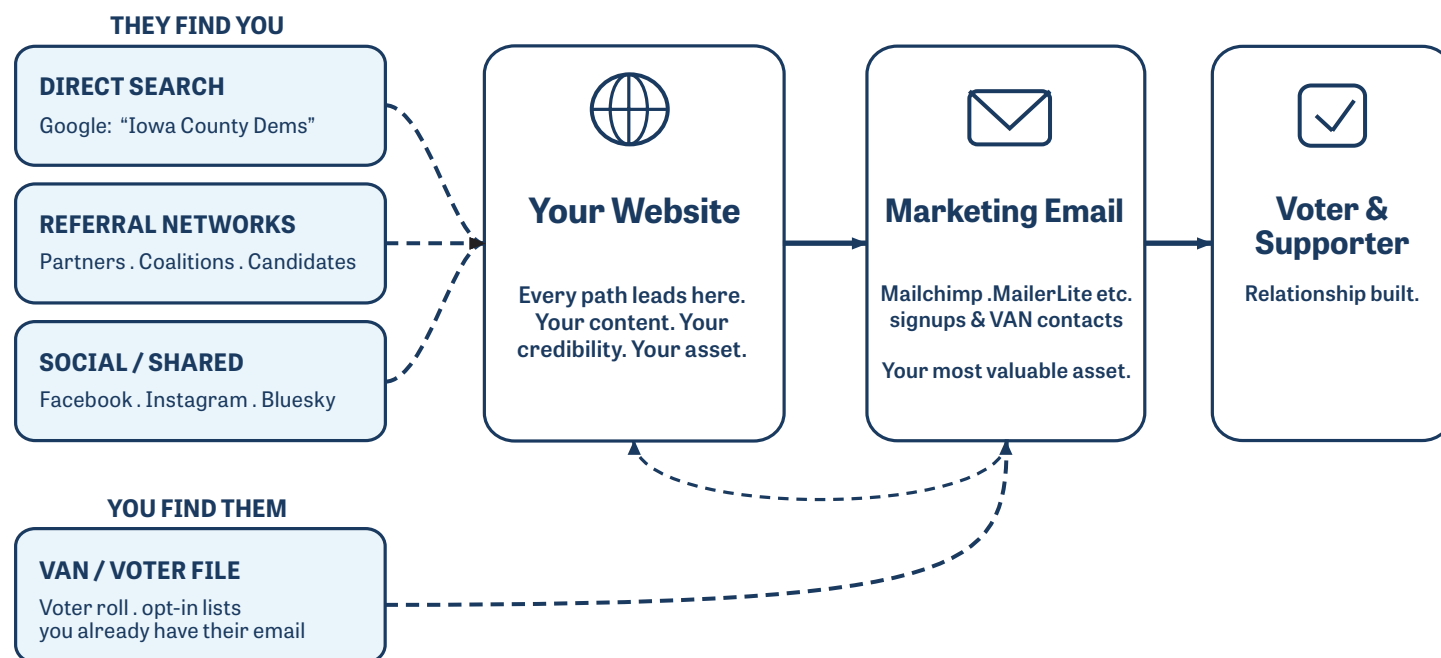
### THE FOUR PILLARS OF YOUR DIGITAL PRESENCE:



### THREE OWNED MEDIA TOOLS — YOURS TO BUILD, YOURS TO KEEP:



### HOW PEOPLE FIND YOU — AND HOW YOU REACH THEM:



Your website is where everything converges. Whether a voter finds you on Google, a volunteer clicks a referral link, a donor sees your Facebook post, or a supporter opens your campaign email — they all end up in the same place.



## OUR HISTORY

- 2017** Launched with statewide online calendar and digital design services
- 2018-20** Tracked Iowa legislative activity through Statehouse Hub
- 2022-24** Developed Let's Vote voter information guides
- 2024** Let's Vote reached 35,000+ voters across 9 eastern Iowa counties
- Dec, 2025** Launched County Website Initiative
- Mar, 2026** Five Websites Built. Ten counties on board.

“ For years we sought a functional website but found the process complicated — we'd get to a certain level and fail to launch. The Activate Iowa program made it simple and consistent with party guidelines, and it includes everything a county party needs to succeed. The cost was well within budget and even included email addresses with our domain. Now we can focus on winning elections!

**Richard E M Herron**  
**Des Moines County Democratic Party**

“ In less than a few weeks from central committee approval, we had an awesome website with WAY more comprehensive voter support materials than we would have ever been able to pull together on our own. After months of trying to resurrect an old site, this was night and day. The Activate Iowa team offers such great service and support with minimal startup effort on our part.

**Scott DeVries**  
**Jasper County Iowa Democrats**

“ As a new co-chair with no web design experience, I jumped on the Activate Iowa email. Ellen Marie and Gerene guided us through every step with patience and positivity. When I sought approval for funds, I was informed the work they volunteered to help us with cost a member over \$11,000 elsewhere. Thanks to them, we have a website that states our values and attracts new members.

**Laurie Lusinski**  
**Muscatine County Democrats**