



Creating Your Local Campaign Website: A Checklist

Creating a campaign website is a great way to provide information, generate action and recruit new volunteers and activists. The Center is looking forward to working with you to develop your local campaign website! In an effort to be as efficient and effective as possible; here is a checklist of what we need from you. Start with the fundamentals and the look, and we can work together to build the extras as the campaign develops. To understand how all of these elements fit together, check out the sample page on the next page.

The Fundamentals: Everything you need to get your website off the ground

_____ **Campaign Name.** The campaign name will be one of the first things visitors see when they visit your page; it should be clear, concise and capture your mission in a few words.

_____ **Unique URL.** All URL prefixes for local websites will contain the Center's website, however; the URL suffix will be unique to your campaign: "http://www.center4tobaccopolicy.org/<yoursuffix>"

_____ **Mission Statement.** What is the policy you are working on and why? In one to two paragraphs, explain your campaign in a clear, persuasive way.

_____ **Decision Makers & How to Reach Them.** Who are you targeting with this campaign? Is it the Board of Supervisors or the City Council? Provide website visitors with names, titles and contact information.

_____ **Contact Information.** Who should advocates and volunteers contact if they have a question or would like to get involved in the campaign? Provide an email address and a phone number for the coalition chair or other member.

_____ **Talking Points & Fact Sheets.** Provide more information for people who are new to your campaign to learn about the issue.

_____ **Collect Contact Information.** Review and approve the template provided to you by the Center, which will be used to collect contact information from website visitors who are interested in your campaign.

The Look: Give your website a local look and feel

_____ **Campaign or Coalition Logo.** Create a logo that easily identifies the campaign or coalition. This logo will go on the right side of the website and will be one of the first things seen by visitors.

_____ **Community or Campaign Photos.** Select up to 3 community, campaign or coalition photos to go along the right side of the webpage. Ideas for photos include: coalition group photo; photos symbolic of the issue you are working on; and iconic images of the city you are working in.

_____ **Social Media.** Does your campaign have a Facebook, MySpace or Twitter page? Post a link to your social media pages on your website and help increase community interaction

The News: Give your coalition current information to be engaged, active members

_____ **News Articles.** Keep your coalition up to date with current events and news on your campaign. Posting current news articles and TV coverage will help make your website a one stop shop for information on your campaign.

_____ **City Council Updates.** City council materials like staff reports, allow coalition members to keep current with the campaign, even if they are unable to make it to all of the meetings.

The Action Items: Take your campaign to the next level by getting the public & campaign members engaged

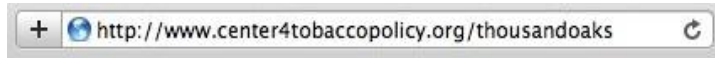
_____ **Action Alerts.** Action Alerts are a great way to engage coalition members and raise the visibility and awareness of your campaign. Create a petition, have your coalition members send a letter to city council, or send them a reminder of an upcoming City Council or Board meeting.

_____ **Survey Your Activists.** Drive people to your website by urging them to complete a public opinion survey to demonstrate support on your issue.

To get started on your local campaign website, contact Erin Reynoso: ereynoso@alac.org

Features on Your Local Campaign Website

Choose your simple url



Your campaign name

SMOKEFREE THOUSAND OAKS

Post an urgent announcement for an upcoming event or meeting

Action Alert:
Attend the Thousand Oaks City Council Hearing on July 24, 2008
[More information: Action Alert - June 24, 2008](#)

Explain your goal/mission

Our Mission:

Want fresh air everywhere? Does secondhand smoke (SHS) bother you? Would you like to breathe smoke-free air while enjoying outdoor areas? In outdoor dining areas? Are you tired of seeing cigarette butts on the ground?

Your logo



Include pictures of your community or coalition members to give the page a local feel

The Thousand Oaks City Council is considering adopting an ordinance that bans smoking in outdoor public areas such as: outdoor malls, outdoor sitting areas and outdoor food courts, outdoor public events, such as sporting events and entertainment, child play areas and public gardens, bus stops, outdoor public telephones, ticket lines and ATMs, as well as outdoor dining patio areas in restaurants. "Failure to ban smoking in outdoor public venues may expose non-smokers to levels of environmental tobacco smoke (ETS) as high or higher than received in indoor spaces where smoking is unrestricted." (James Repace, "Banning Outdoor Smoking is Scientifically Justifiable", Tobacco Control Digest, March 2000)



Include a public opinion survey to drive traffic to your website and/or use a survey feature to collect contact information from those who are interested in getting more involved

Let us know what you think!! [Complete our survey!](#)



A link for community members to write directly to decision makers

Take Action:

Take Action on this campaign at the American Lung Association of California's [Action Network Center](#).

Post factsheets, lists of endorsements and other resources for the public to learn more

Learn More:

[Smokefree Outdoor Dining Talking Points Campaign Flyer](#)

Share news articles

Latest Campaign News:

Ventura County Star
<http://venturacountystar.com/news/2008/aug/11/many-in-to-unaware-of-smoking-ban/>
<http://venturacountystar.com/news/2008/aug/10/smoke-free-legislation-pays-health-dividends/>
<http://venturacountystar.com/news/2008/jun/26/to-approve-anti-smoking-ordinance/>
<http://venturacountystar.com/news/2008/jan/24/smoking-ban-may-include-outdoor-restaurants/>
<http://venturacountystar.com/news/2008/jan/22/to-consider-public-smoking-ban/>
<http://venturacountystar.com/news/2007/jul/30/revenger-of-nonsmokers/>

Allow community members to join your campaign

[join now](#)

As the ordinance goes through the city council process you can post drafts and staff reports

Latest City Council Updates:

[Ordinance Adopted - September 9, 2008](#)
[Staff Report - September 9, 2008](#)
[Staff Report - July 22, 2008](#)
[Staff Report - June 24, 2008](#)
[Staff Report - January 22, 2008](#)
[Agenda - July 24, 2007](#)
[Ordinance Proposal - July 24, 2007](#)

Include decision maker's contact information as a resource for coalition members

Our Decision Makers:

Check out the [Thousand Oaks City Council website](#).
Jacqui Irwin, Mayor, (805) 449-2104, jacqui@earthlink.net
Thomas Glancy, Mayor Pro Tem, (805) 449-2102, tlglancy@toaks.org
Dennis Gillette, Councilmember, (805) 449-2105, dgillette@toaks.org
Andrew Fox, Councilmember, (805) 449-2101, andmanfox@aol.com
Claudia Bill-de la Peña, Councilmember, (805) 449-2103, claudie@slowgrowth@roadrunner.com

And very importantly... your contact information

Contact Us:

Contact Vicky Gonzales with Ventura County Public Health Tobacco Education Program at (805) 652-3311 or victoria.gonzales@ventura.org if you have any questions about this campaign or want to get involved.

Include links to your social media

