

Web Site Design Packages

PENNY PINCHER

\$179

One web page (3 photos)

Brief biography or Career highlights
Logo or slogan
Contact information and e-mail link

SILVER LINING

\$699

Five web pages (up to 5 photos)

Biography
Career highlights
Logo and/or slogan
Contact information and e-mail link
Volunteer Form
Issues

POT OF GOLD

\$1599

Twelve web pages (up to 12 photos)

Biography
Career highlights
Logo and/or slogan
Contact information and e-mail link
Volunteer Form
Issues
Thank you page
Media contacts page
Calendar
Online fundraising (3 pages)
2 more features: Your choice!

DIAMONDS ARE FOREVER

\$2499

18 web pages (up to 18 photos)

Biography
Career highlights
Logo and/or slogan
Contact information and e-mail link
Volunteer Form
Issues (2-3 pages)
Media contacts page
Calendar
Online fundraising (3 pages)
Polling
Voter registration information
Press releases or news clippings
5 more features: Your choice!

PACKAGE FEATURES

Choose from these to customize your *Pot of Gold* or *Diamonds are Forever* package:

District information

Position papers

Printable fundraising form

Legislative record

Voter registration information

Directions and/or map to headquarters

Endorsements

Flash introduction
(*counts as multiple pages*)

Pop window

Photo album

Online fundraising

Media Contact page

Links to relevant web sites

Do you have a secret weapon you want to add to
your Internet campaign?

Let us know, and we'll work with you to use it on your
campaign web site.

A LA CARTE FEATURES

Choose from these to enhance
your Internet campaign

Photo album

Online Townhall

Viewable polling

Direct send polling

Media Contact page

Event announcement form

Online HQ

Campaign Store

Press releases

Campaign Journal

News clippings

Financial information

Audio & video clips

Translation to Spanish

Postcard system

Banner advertisements

Site Hosting & Domain Name Registry

These are two separate issues that must be set-up prior to your site becoming accessible on the World Wide Web. Representatives from Electyou.com will be more than happy to assist you with both of these matters. Here are some tips about this process.

Domain name registration: Until recently your domain name must have been purchased from a company called Network Solutions. They have an exclusive contract from the United States Government to provide distribution of domain names. Names can be purchased for anywhere from 1 to 10 years and cost \$35 per year. Now electyou.com is able to secure your domain name for an average of \$10 per year.

Site hosting: Hosting is the storage of your site on the World Wide Web. There are literally thousands of companies that provide this service. Electyou.com is willing to work with whatever host provider you choose. However, when taking into consideration both quality and affordability, we recommend one of the following companies:

Jab Web (www.jabweb.com) provides a full service package for as low as \$80.00 per year through electyou.com (normally \$100.00).

Cedant Web Hosting (www.cedant.com) provides a full service package for as low as \$7.95 per month.

Addr.com Web Hosting (www.addr.com) provides a full service package for as low as \$7.95 per month.

In comparison a major hosting company based in Atlanta charges \$29.00 for the same service.

Veri Sign, Go Daddy, & Bulk Register accepts payment for domain names only by credit cards. Therefore, that fee must be paid by credit card . We are willing to set-up hosting and secure your domain name for you. If, however, you prefer to handle this payment arrangement personally, we will be happy to guide you through this process.

Partial Client List

Candidates

United States Senator Mark Pryor- Arkansas
Ronnie Musgrove for Governor of Mississippi
United States Senator Max Cleland Georgia
Georgia Speaker of the House Tom Murphy
Georgia Secretary of State Cathy Cox
Georgia Commissioner of Agriculture Tommy Irvin
David Burgess Public Service Commissioner
Congressman John Lewis Congress GA- 5 (2002)
Roger Kahn for U.S. Congress GA- 7 (2000)
Roger Kahn for U.S. Congress GA- 11 (2002)
Mike Berlon for U.S. Congress GA- 7 (2002)
Barry Irwin for U.S. Congress GA- 7 (2002)
Jim Free for U.S. Congress GA- 7 (1999)
Vince Littman for Congress GA- 10 (2000)
Gail Notti for U.S. Congress GA-3 (2000)
Don Smart for U.S. Congress GA- 1 (2000 & 2002)
Jim Williams for U.S. Congress GA- 7 (1998)
Jim Spearman for Alabama State House
GA State Senator Richard Marable
GA State Senator Nathan Dean
GA State Representative Gail Buckner
GA State Representative Buddy Childers
GA State Representative Keith Heard
GA State Representative Lester Jackson
GA State Representative Barbara Reece
GA State Representative Paul Smith
GA State Representative Henrietta Turnquest
GA State Representative Ralph Twiggs
GA State Representative Jack West
Floyd County District Attorney Tami Colston (2000)
Floyd County District Attorney Bryant Speed (2002)
Everett Ballard for Floyd County Commission
Fulton County District Attorney Paul Howard
Cherry Spencer-Stark for Marietta City Council
Jim Mehaffey – Candidate for Floyd County Tax Commissioner

Organizations

Anthony Consulting Group
Atlanta Press Club- 2000 Debate Site
Coalition for a Voting America
Committee to Bring Professional Baseball to Rome Georgia
Democratic Party of Georgia
Floyd County Georgia Democratic Party
Georgia State Association of Letter Carriers
Georgia Beat
Georgia Community Service Boards Associations
Georgia Electronic Commerce Association
GA 7th District Democratic Congressional District Campaign Committee
Gwinnett County GA Democratic Party
Kids Voting Atlanta
Model Middle School
The Oblander Group- Political Fundraising
Political Know How
Political Principals

Informational political sites

NursingHomeAct.org (Commissioned by Roger Kahn for U.S. Congress GA- 7)
The RealPhil.com (Commissioned by Georgia 11th District Democratic Committee)
Unethical Elephants (Commissioned by Democratic Party of Georgia)

Corporate

Berlon & Ponder Law Firm
Camp Dental Center
E-Z Cleaners
FBC&P Inc.
Florida Rental Cars
Fuller-McKay Law Firm
Info Med Television
Jason Free Realty
Jim Free Realty
Kahn Cattle Company
PC Netco
PGA Tour Radio
Prism Broadcasting
R & R Transport and Sales
World Class Piano

Electyou.com Principals

David McLaughlin

Prior to co-founding **electyou.com**, David McLaughlin designed a number of sites with his web site design firm Rome Now. Many of these sites were of a political nature. During the 1998 cycle 75% of David's candidates were elected to office. He began using the Internet as a strategy planning tool for candidates during the 1996 campaign. During the mid-nineties David served as News and Sports Director of WAG-TV 34 in Rome, Georgia. Throughout the past decade he has appeared on WLAQ Radio in Rome discussing politics and sports.

David earned a Political Science degree from Shorter College. He also holds two Master's degrees and an Educational Specialist degree from Georgia State University.

He is currently pursuing his Doctorate in Educational Administration from the University of Alabama. In addition to his work with **electyou.com**, David currently serves as the lead behavior therapist for the Floyd County Schools middle school program. Previously David served as an assistant principal at Cedartown High School. He resides in Rome with his wife Melissa and their son Dylan.

Gilbert Ovalle

Gilbert joins electyou.com with nine years of experience in print, web and interactive design. He is a talented and accomplished bilingual (English/Spanish) graphic designer. He has created innovative designs for clients and employers in the retail, restaurant, real estate, entertainment, political, and business-to-business sectors. Previous positions have been with Cartoon Network, Blissbridal, DirecTV, and McDonald's. His exceptional work includes web site design, Flash animation, logo design, ad design, corporate identity and marketing collateral.

Gilbert holds a Bachelors degree in Marketing and Business and an Associates degree in Visual Communications. Both degrees from the Art Institute. He is also an Adobe Certified Expert and a Macromedia Certified Professional.

Wendy Davis

Serving as an associate with **electyou.com** brings another set of skills to Wendy Davis' extensive campaign background. Wendy has held

leadership roles in all levels of campaigns – from shoestring budget local races to multi-million dollar federal races. As a yellow-dog Democrat, Wendy takes great pride in the number of good Democrats she has helped elect to public office.

Wendy's greatest campaign strengths are field strategy and implementation – crafting messages, targeting voters, motivating volunteers and turning out voters. Her abiding interest in the grass roots elements of campaigns translates into the creation of easy-to-use, interactive elements of web campaigns focusing on the needs of voters.

Wendy took a two-year break from professional campaigning to serve as Alumni Director at her *alma mater*, Berry College. This fall she returned to politics – working as chief strategist for the Citizens' Committee for Baseball (successfully passing a closely contested stadium SPLOST referendum) and as voter

education coordinator for the city of Canton (supporting part of the state of Georgia's 13 city pilot project in electronic voting).

Previously, Wendy served in the following capacities: Campaign Manager for the Honorable Max Cleland (1994, Secretary of State) and Congressman Sanford Bishop (1996, GA-02); Field Director for Phil Maloof for Congress (1998, NM-01); Legislative Assistant for Congressman Jim Davis; Deputy Press Secretary for Georgia's Secretary of State (Cleland and Lewis Massey); Campaign Manager/Coordinator for 3 State House, one State Senate and one Atlanta City Council (at-large seat) races.

In addition to her BA in Political Science from Berry, Wendy completed the coursework for a PhD in Electoral Politics at Emory University. Currently residing in Rome, Wendy is serving as Deputy Campaign Manager for Roger Kahn in Georgia's new 11th congressional district.

CLIENT PROFILE

Name: _____

Office Holding/Seeking: _____

Address: _____

City: _____ State: _____ Zip: _____

Fax: _____

Voice: _____

Time day of best to reach you: _____

e-mail: _____

I check my e-mail (circle one):

several times daily once a day every other day weekly

What is your message?

What do you want the Internet to do for your campaign?

Why are you considering a web site as part of your campaign?

How many pages are you considering?

Do you have a logo? If yes, is available in electronic format. If no electyou.com can design one as a part of our services?

What is your slogan?

Have you chosen colors for your campaign?

Privacy policy: This information will be used strictly for the development of the client's web site. It will be kept confidential except as authorized by client or required by law.

Steps in the Web site Process

As experienced and dedicated political consultants are the more than willing to assist you at every step of the campaign site construction process.

- Select a domain name
- Set-up hosting
- Gather source materials for the core of the site
- The site is constructed
- The site is sent to you for review
- You suggested edits, deletions, and additions are made
- The site is approved for launch
- The site is launched!

Campaign Site checklist

Every site will not require all items listed below, but this list is a guide in ease the process of content gathering

____ Photos: headshot, family photo, action shots that reinforce the campaign themes and life story are best. Use color photos when possible

____ Biography statement (resume, bullet point list, or life timeline can support a narrative biography if desired)

____ Issue(s) statement or points for the upcoming race

____ For incumbents or previous officeholder a statement or bullet point of accomplishments in office

____ Any endorsements of your campaign

____ Any current or past campaign literature or mailings

____ Full campaign contact information

____ District details and/or a district/county/state map

____ Completed fundraising form if online fundraising is a part of the site

____ A picture of the campaign logo if already set or the colors of the campaign

____ Any slogan the campaign wants to emphasize

____ Full or first name signature with a sharpie or black felt tip pen