



# Campaign Website Design

For Elected Officials + Candidates

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“Somewhere inside all of us  
is the power to change the world.”

ROALD DAHL



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# About DB Creative Agency

We help candidates identify their unique connecting points that deliver value to people and the world.

No matter your dreams or challenges you have the power to create positive changes to your life and the community, we sincerely hope our creative work will help you accomplish that. DB Creative Agency was founded in 2017 to help courageous change-makers like you take meaningful action towards creating impact online. Whether you are thinking of running, newly elected or an experienced politician. Our creative work beautifully showcases your unique values, compels your audience to take action and fuels the future of your campaign.

65

Happy clients worldwide

11

Years of experience

2,214

Cups of coffee

Like us on Facebook:

@DBCreativeAgency



# Hi! I'm Dania

Founder of DB Creative Agency & Wix Partner

It's my job to design stunning websites that opens the hearts and wallets of your voters. Having a compelling and efficient website is one of the most important things you can do for your campaign. I'm grateful to have your consideration in this journey to growth. Know that I take the responsibility of your investment seriously because this is my life's work—I'm committed to helping you get results!

# Campaign Web Design

For Elected Officials + Candidates

	<p>\$1,250</p> <p>OR 2 PAYMENTS \$650</p>	<p>\$1,875</p> <p>OR 3 PAYMENTS \$650</p>	<p>\$2,500</p> <p>OR 4 PAYMENTS \$650</p>
	<p><b>CANDIDATE</b></p> <p>Ideal for grassroots campaigns that need the essentials. Standard website + campaign logo design.</p>	<p><b>DELEGATE</b></p> <p>Everything a newly elected official needs to keep their voters engaged with their campaign.</p>	<p><b>DIPLOMAT</b></p> <p>Perfect for incumbent officials ready to take center stage and expand their platform to a larger audience.</p>
Services	01	02	03
WCAG 2.0/ADA compliant	●	●	●
Social media integration	●	●	●
Image gallery	●	●	●
Supporter database	●	●	●
Collect donations (ActBlue)	●	●	●
Email marketing	●	●	●
Campaign logo (vector + print ready files, business card and letterhead design, (1) flyer.	●	●	●
Campaign branding (vector + print ready files, alt logo, business card and letterhead design, (2) flyer designs, social media templates)	●	●	●
Event manager	●	●	●
Recruit volunteers	●	●	●
Sell campaign merch/online store	●	●	●
Video channel / live stream	●	●	●



# The workflow — Custom Website Design



## PHASE ONE | 1 WEEK

### Onboarding

- 60 minute discovery call.
- Prepare the content to be used on your website and upload to your assigned Google Drive folder.
- Content review
- Contributor access to your Wix account.
- \$650 deposit or full payment

## PHASE TWO | 2-3 WEEKS

### Branding and Redesign

- Website/logo design
- Styling feedback
- Homepage design
- Inner pages
- Design revisions (up to 2)
- Second payment installment(s)

## PHASE THREE | 1-2 WEEKS

### Launch

- QA and usability testing
- Website review and training
- Final payment installment
- It's launch time!

# The fine print

## *What is included in the professional fee?*

All websites include custom layouts and graphic design— absolutely no templates are used. Stock images, dynamic contact form, and social media integration are standard. Your site will have organic SEO, this means people will be able to find you on Google. Design and development are flawlessly functional on all devices and includes a mobile friendly site layout.

## *What is not included in the professional fee?*

Domain registration, hosting and a Wix Premium plan is not included in the professional design fee. As a custodian of your budget I will provide you details on the best options for your business for you to make an informed decision. Or I can acquire the domain, hosting and Wix Premium services on your behalf and bill you for reimbursement.



# Before we begin

A checklist to help make sure you've got everything in order before our project starts.

*We need the following items before we start:*

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- ☐ Your logo as an .ai or .svg **vector** file if you have one.
- ☐ Finalized content for the website.
- ☐ Any high resolution images you'd like me to consider.
- ☐ Hi-res professional headshots of you (required)
- ☐ Admin access to your wix.com account. ([instructions are here](#))
- ☐ Google Analytics tracking code.
- ☐ Password to Godaddy account to link your domain.

# Our Collaboration

I do things a little bit differently. Instead of simply asking for your requirements, going into my cave, and producing a design; I work with you to create something that's not only beautifully designed, but productive.

- ✓ I understand how the web works and what makes customers engage with brands online.
- ✓ I take a collaborative approach to projects. Your input is absolutely key to the success of our project and I work around you, taking into account any guidelines you need us to adhere to.
- ✓ I design websites assuming that you're not going to want to keep coming back for extra assets all the time. Each project gets a full style guide which will enable you to make changes to your website on the fly without needing to hire a designer.

I only work with people who are as excited about their projects as I am about web design. You won't find any cookie-cutter solutions here, just good old fashioned crafts{wo}manship.



# Your role in the project


Most clients think that they should stay away from the design process. They often don't want to 'influence creativity' but you actually have a much bigger role in the success of a project than you may think. So here are some ways you can get involved with your project.

## BE THE EXPERT

No matter how good I am as a designer, you'll always know more about your industry than me. Of course I undertake extensive research on your company before each project (as by now I'm sure you know), but your experience is much more valuable than most things I can dig up.

So don't be afraid to give context to everything. Even if you think it's not relevant. Because the more I know about your business, I can create solutions that are tailor made for you. Use every opportunity that you can to talk about your business.

Unless you're a designer your strengths don't necessarily lie in design. But that's okay, because you hired an expert, right? Play to your strengths, and I'll play to mine. Between us, we'll come up with something that both looks great and works for your business.





## MANAGE YOUR TEAM

It's also your job to get your team in order and decide who is responsible for what. It's best to set roles at the very start of the project and clearly state who is responsible for signing things off.

If that person is you, you need to be involved in the whole process. If you're coming in periodically through the project, you're going to really struggle to know what's going on and be able to make informed decisions.

So with that in mind, if you're super busy, it's better to give someone else the authority to sign off design work and trust them that they'll do the job well.

## GIVE FEEDBACK IN A TIMELY MANNER

I pride myself on producing great quality work in a reasonable timeframe. But I need your help to ensure we meet these deadlines. I have a long pipeline of work at any time and if there are delays in getting your feedback it might mean I need to pause the project until I get another gap.

That's why it's always a good idea to be realistic at the start of a project how long you need to provide feedback so we can factor it into the timeline and ensure deadlines are met.

## ASK QUESTIONS

When working with me, feel free to ask as many questions as you like. Questions usually lead to better results than asking for a specific change.

Don't worry about annoying me — I'm absolutely thrilled when I see that you're taking such a keen interest in the why's behind my work. I spend a lot of time behind the scenes deliberating over them so I would love the chance to discuss my reasonings with you.

# Frequently asked questions

“Writing content is hard! Can you do it for me?”

Writing content can be a struggle. I’ve created an in-depth guide and workbook to help you effortlessly write effective content. The best content comes from you because you know your business better than I do. I’m not asking for Shakespeare so don’t worry if writing isn’t your strong suite. I will go through every piece of content submission to make sure it’s compelling and effective.

“What if I don’t like the design you create?”

I’ve battle-tested my process so much over the years that I’m confident that you’re going to love the design that is produced. All that research I do? That’s all done so I can get a good idea about your likes and dislikes which gets me as close to possible to a perfect design the first time.

I’ve never had a project where we need to redo the design because it’s missed the mark. But that said, if that were the case rest assured I’ll do everything possible to get the project back on track and make sure you’re happy with it. There’s absolutely no risk to you.





# What you should do next:

## *1. Schedule a discovery call.*

Kickoff our project by taking meaningful action towards getting your campaign ready to share with the world. Are you ready to do this thing?!

[GET STARTED](#)

## *2. Download your free website checklist.*

Whether you choose to create with me or another design professional, take action—OK? Learn 7 simple strategies that will transform your website and make a lasting impression.

[DOWNLOAD](#)

"Design is not just  
what it looks like and  
feels like. Design is  
how it works."

STEVE JOBS

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