

TOWN WEBSITE

welcome checklist



Every Vermont town needs a welcome page to help new residents get oriented. Don't worry, it doesn't have to be complex or comprehensive – just enough to get folks started! And you probably already have all the necessary info on your website; it's just a matter of helping newcomers find what they need easily.

Use the checklist below to create or update your welcome page and ensure your town website offers a warm greeting to your new neighbors. (Check out our sample welcome webpage at sovermont.com/grow-partners/town-welcome.)

WELCOME PAGE

- Brief intro or welcome statement: A sentence or two to let folks know you're glad they're here, and maybe something distinctive about your town or its history
- Town services and departments (*link*)
- List of town officers and staff (*link*)
- Participating in local government: Invite newcomers to participate and share a link to upcoming meeting agendas and/or a list of town committees
- GROW SoVermont and any local welcome programs (*links*)
- Emergency information (*link*)
- Trash, recycling and compost (*link and/or summary*)
- Internet service providers and the best cell networks
- Town newsletter signup form and back issues (*link*)
- Important annual community events (*link or list*)
- Social service organizations (*link or list*)
- Community organizations (*link or list*)
- Town history (*link*)

TOWN HOMEPAGE

- Prominent link to welcome page
- Prominent link to town newsletter info or signup form

TOWN NEWSLETTER

- If your town has both municipal and community newsletters, include links for both on the welcome page and homepage
- Create signup forms for any newsletters (rather than someone folks need to email to get signed up)

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