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
- ☐ An invitation to visit the town office
- ☐ 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; include Town Meeting info
- ☐ 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)*
- ☐ Link to the town's Facebook page or Front Porch Forum

TOWN HOMEPAGE

- ☐ Prominent link to welcome page
- ☐ Prominent link to town newsletter 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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