

MUNI ASSOCIATION PARTNER KIT

Website / Member Portal Copy

A ready-to-publish HTML snippet and plain-text copy block for adding study information to your association's website, member portal, or CMS — with minimal editing required.

WHAT'S IN THIS FOLDER

FILE	DESCRIPTION	USE FOR
<code>Website_CMS_Snippet.html</code>	Full-featured HTML snippet with inline styles, benefit list, municipality chips, and dual CTA	WordPress, Squarespace, Webflow, any CMS with an HTML block
<code>Website_Plain_Text.txt</code>	Structured copy for all sections of the page — headline options, body, benefits, CTA	Approval workflows, Word documents, plain-text CMS fields

QUICK START — 3 STEPS

- Open `Website_CMS_Snippet.html` in a text editor**
 Use TextEdit (Mac), Notepad (Windows), or any code editor. You will see two headline options near the top — one is commented out. Keep the headline you prefer and delete or comment out the other.
- Copy the entire file contents**
 Select all (Cmd+A / Ctrl+A) and copy. The file uses fully inline styles — no external stylesheet is needed. It will render correctly in any CMS HTML block.
- Paste into your CMS HTML block and publish**
 See platform-specific instructions below. The only required edit is choosing your headline. Everything else — copy, CTA links, municipality list — is ready to publish as-is.

PLATFORM-SPECIFIC INSTRUCTIONS

WordPress

Edit page → Add block → "Custom HTML" → paste snippet. For Elementor or Divi: add an HTML widget and paste.

Squarespace

Edit section → Add block → "Code" → paste snippet. Ensure "Display Source" is off.

Webflow

Add an "Embed" element → paste snippet into the HTML embed field → Save & close.

Other / Custom CMS

Paste into any field that accepts raw HTML. All styles are inline — no <head> or external CSS is required.

WHAT YOU CAN EDIT

Headline: Two options are provided near the top of the file. One is commented out with `<!-- -->`. Delete the version you don't need, or switch which one is commented out.

Municipality chips: The list of contributing municipalities is hardcoded. Update the chip list as more municipalities join — add a new `` element per city.

CTA links: The primary CTA links to sfitzpatrick@talentmap.com. The secondary links to the study registration page. Do not change these without confirming with TalentMap.

PLAIN TEXT / WORD VERSION

`Website_Plain_Text.txt` contains all copy organized by section (headline options, body paragraph, benefits list, CTA text). Use this to circulate copy for internal approval before publishing, or to populate a plain-text CMS field.

Questions about study content or copy? Contact **Sean Fitzpatrick**, TalentMap — sfitzpatrick@talentmap.com