



Communications Plan

Pre-Launch Email Examples

Prepared by the Success Team for You!

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Emails to all employees:

2 weeks out – Initial Introduction

Hi COMPANY associates,

We have some exciting news to share!

At COMPANY we value collaboration and we want to make sure that your insights are being heard. So, we've been working hard to create a platform for employees and leaders to come together and collaborate on the things that matter most to [COMPANY NAME].

On DATE we'll be launching SOAPBOX NAME. This will be a place to share input on how to OBJECTIVE 1 OBJECTIVE 2, OBJECTIVE 3.

We can't wait to hear from you, so get ready to share your input!

- The SOAPBOX NAME Team

1 week out – Reminder of Launch

Hello COMPANY Associates,

In one week SOAPBOX NAME will be launching!

We want to hear from you. What can we **start** (new ideas), **stop** (inefficiencies), **keep** (best practices) and **clarify** (questions) to make sure [COMPANY NAME] can:

Objective 1
Objective 2
Objective 3...

Our leaders are excited to collaborate with you on SOAPBOX NAME. Look out for comments and feedback from these fine folks:

Leader – name and title
Leader – name and title
Leader – name and title...

- The SOAPBOX NAME Team

Day of Launch

Good Morning COMPANY Associates,

Today's the day that we officially launch SOAPBOX NAME!

COMPANY is committed to continuous improvement and we're excited to bring employees and leaders from across the organization together to collaborate on how to best achieve this.

To access SOAPBOX_NAME, please visit:
<http://yourorganization.soapboxhq.ccom>

Attached to this email is an orientation guide that shows you how to get started and explains why we are using SOAPBOX NAME at COMPANY.

Got something to say? Share your input on Soapbox today! [insert link to your SoapBox again].

Regards,
EXECUTIVE SPONSOR

P.S. For any technical needs, email SUPPORT PERSON'S EMAIL

Email to Innovation Partners:

Good Morning COMPANY Leaders,

In the coming weeks, we will be launching SOAPBOX_NAME.

What is SoapBox?

SOAPBOX NAME is a forum for employees and leaders to collaborate on how to achieve our top objectives:

1. Objective 1
2. Objective 2
3. Objective 3...

Why are we implementing SOAPBOX NAME?

We believe that collaboration is the foundation of a healthy organization. Our employees have insight into the issues that matter most to our organization, and SoapBox gives us a way to bring the entire organization together to solve our top business priorities.

What is your role?

You're a highly respected leader at COMPANY. As such we need you to model our spirit of continuous improvement on SoapBox.

Set aside time in your calendar (daily or weekly) to log in. Here's what you should be doing at least once a week:

1. Weigh in on the inputs that have been directed to your ORGANIZATIONAL GROUP with comments to build them up
2. Provide feedback on inputs assigned to you (no more than 14 days after being assigned)
3. Give updates on the progress of active initiatives (no more than 90 days between updates)

Next Steps

On DATE, we will have our first SoapBox Leaders training. This will be a time for you to meet the other SoapBox leaders and to learn more about the pivotal role you'll be playing in our program.

See you then!

- EXECUTIVE SPONSOR

Email to Champions:

Hello, COMPANY associates,

We are excited to let you know that we will be launching SOAPBOX NAME in the coming weeks. This will be a forum for employees and leaders from across the organization to collaborate on solving our top business priorities.

You are all highly regarded employees, and as such we'd like to invite you to be SOAPBOX NAME Champions.

Your job will be to help us spread the word about SOAPBOX NAME and train your colleagues on how to use it. If you're interested, please join us for a training session on INCLUDE MEETING DETAILS.

This will be a time for you to meet the other Champions and to learn more about how you can help spread the spirit of continuous improvement at COMPANY NAME.

See you then!

- PROGRAM MANAGER