



Sample Outreach Communication Plan

MESSAGE	WHEN	AUDIENCE
<p>Initial Announcement Email</p> <p>First announcement of plans to use Clarity Outreach in the community. Should be brief, positive, and highlight the benefits of the transition</p>	<p>Approximately two months before go-live</p>	<p>All stakeholders</p>
<p>Transition Plan Website</p> <p>Website providing more information about transition, including timelines, key dates, resources for outreach provides, and any additional relevant information</p>	<p>Approximately two months before go-live, coordinated with initial email</p> <p>Updated as needed</p>	<p>All stakeholders</p>
<p>Status Update Email</p> <p>High level updates on timelines, milestones, and reminders of upcoming events and key dates</p>	<p>Approximately six weeks before go-live, weekly thereafter</p>	<p>All stakeholders</p>
<p>Information Session Email</p> <p>Email offering live sessions for Q&A from outreach staff and program managers. Sessions take place within the following two weeks.</p>	<p>Six weeks before go-live</p>	<p>Outreach providers</p>
<p>Training Email</p> <p>Email with training session schedule. May offer multiple sessions for different workflows (data entry workflows, monitoring/supervision workflows, data analysis workflows, etc.). Training sessions take place within two weeks of go-live</p>	<p>Four weeks before go-live</p>	<p>Outreach providers at a minimum, but ideally all stakeholders with impacted workflows</p>

MESSAGE	WHEN	AUDIENCE
<p>Go Live Countdown Email</p> <p>Email reminding recipients of impending go-live, highlighting any remaining to-dos, preparation activities, training events, etc. A more general announcement can be included in that week's Status Update Email.</p>	Two weeks before go-live and one week before go-live	Outreach providers at a minimum
<p>Final Reminder Email</p> <p>Reminder of any remaining steps to take, where to locate instructions, and what will happen at go-live</p>	Two days and one day before go-live	Outreach providers at a minimum
<p>Go-Live Announcement Email</p> <p>Celebrates go-live, welcomes users to Clarity Outreach, and reminds users where to find support and resources</p>	Day of go-live	Outreach providers at a minimum
<p>Go-Live Celebration Email</p> <p>Celebrates go-live, acknowledges contributors and providers, reiterates reasons for change and future expectations</p>	Day of go-live	All stakeholders
<p>Office Hours Email</p> <p>Notification of office hours schedule and sign-up procedure for staff and users needing additional support, reminder of available resources</p>	One day after go-live	Outreach providers