



Take Your Launch Communications to the **Next Level**

Getting started with your launch campaign toolkit

With your program set up, now it's the fun part — telling your people all about your program and the impact they can make. To set you up for success with your launch communications, we've developed customizable, ready-to-use assets and messaging to help encourage everyone in your company to take part in driving social impact.

While all the tools are customizable, materials have been optimized for launch programs with the following best-practice elements:

- Support from company leaders prior to launch
- Incentivized giving through donation seeding with a three-week launch promotion window
- Communications starting two weeks prior to launch and continuing throughout

Here is what's inside your toolkit (and how to use it):

1. **Communications calendar** to keep track of important dates and stay on top of key tasks during your campaign
2. **Customizable email templates** to tell your people all about your program and why they should participate
3. **Cover Story and News Item** you can use to encourage giving directly in Spark
4. **Program Awareness Kit** to generate awareness of your program at launch (and beyond!)



Download the **toolkit** now

(Make sure you're logged in to Spark to access some of this information on the B-Hive.)