



# Your Program Launch Campaign Communications Calendar

Use this calendar to stay on top of important dates and key tasks that will help you maximize the success of your program launch campaign!





## Get early buy-in from partners

If you haven't already, secure support from leaders of other groups who will be critical to the success of your launch communications:

- **Marketing and Communications**
- **Executives**
- **Human Resources**
- **Payroll**

### To do

Book a time to meet with these leaders as soon as possible to help generate early awareness, excitement and support for your launch. Use the following resources to guide your conversations:

- ✓ **Presentation and Video**
- ✓ **Partners Information Sheet**

*To access some of these links, log in to Spark, then to the B-Hive.*

## Nail down your campaign plans

While a solid communications plan is critical to the success of your program launch campaign, so is generating maximum excitement. To get extra engagement, we recommend launching your program with seeding — which is adding donation currency to your user accounts. It encourages your people to participate and donate more!

### Start with a seed

Companies that use seeding have, on average, 125% higher overall participation than those who do not provide seeding. These companies also have 167% higher donation participation.

- **Secure the necessary budget** to provide all employees with \$10 to \$25 in donation currency. (These are the most popular seeding amounts.)
- **Plan your budget**, keeping in mind that the **average redemption rate for seeding is 25%**, although this can range depending on the effectiveness of your launch communications.
- **Set the duration to redeem seeding currency** for one month, and encourage your people to act soon.

### Set up a friendly competition

Consider structuring your launch as a competition between organizational departments to see which group can achieve the highest redemption rate or highest participation rate.

**Tip:** Ensure that you've set up the appropriate fields in your demographic data to structure your campaign through your reporting. Let your Implementation Consultant know during program design if you will be running a launch seeding, seeding lottery or competition for launch.

### Plan to communicate often

Make sure you've connected with your Marketing and Communications teams if you're reliant on them for channel space, and ask your executives if they can support you with launch communications.

You should set up a process to deliver weekly updates through your intranet and internal messaging, and encourage your people to share stories about the causes they're passionate about.

### To do

- ✓ Review our [program launch kit](#). It has all the communication tools and templates you'll need to communicate your program launch to your employees.





## Get the word out

Tease your campaign by sending your first program email! Adapt the email template below to fit any other communications channels as needed.

### To do

- ✓ Use the teaser email template ([email template 1](#))
- ✓ Host your [launch video](#) somewhere that can be easily accessed by everyone in your company (such as your intranet site) and link to it to help drive interest and excitement in your program.



## Create your Spark site content

Our [program launch kit](#) includes customizable templates and content you can use on your Spark site.

### To do

- ✓ Post your cover story.
- ✓ Make a "Welcome to the program" news article.
- ✓ Add a few Giving Opportunities for pillar causes, if applicable.
- ✓ Add a virtual Volunteer Opportunity that people can do on their own time, if applicable.

## Amp up your communications

Give any necessary updates to your program ambassadors, if applicable.

- Update your leaders about the progress of your campaign and the continued need for support.
- Make sure you're familiar with [Benevity Reporting](#) and how to review your launch metrics by running stock reports. These include:
  - Site activity (Web Analytics)
  - Percentage of users who have logged in (TOA Participation)
  - Overall participation
  - Users who have spent their donation currency (My Rewards Balance by Identifier and User)



## Celebrate your launch

**It's go time!** You're ready to officially launch your program and help your employees get started on their Goodness journey.

- We highly recommend asking a senior executive to send the launch communication — more people will open the email and take action.
- Ask ambassadors and managers to encourage their employees to visit the site and use the seeded donation currency.
- Use an upcoming town hall or department meetings as opportunities to present your new program.

### To do

- ✓ Use the launch email template ([email template 2](#)).





## Send a reminder to participate

Keep your program top of mind with employees and remind them of the benefits of participating. If you've chosen to launch with seeding, remind your people that you've seeded their Giving Accounts with donation currency.

- Identify which employees haven't used their seeded currency yet, if applicable. You can download a report to create your mailing list.
- Find an inspiring story, create a news article and publish it on your program site.
- Provide an update for your managers announcing whose team is in the lead, if applicable. Encourage them to fire up their groups in some friendly competition.
- Update internal messaging channels.

### To do

- ✓ Use the first reminder email template ([email template 3](#)).
- ✓ Use the [news article template](#).



## Remind your people to redeem (if applicable)

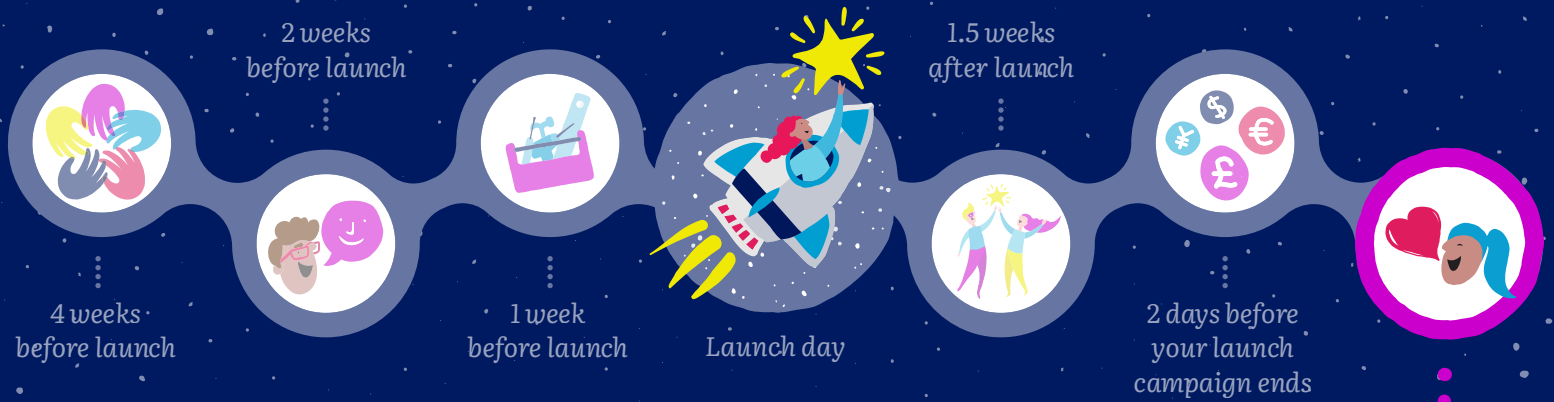


It's the last chance to encourage your employees to use their seeded donation currency.

- Identify which employees haven't used their seeded currency yet. [Download a report](#) to create your email list and send them a reminder to use their donation currency.
- Provide an update for your managers announcing whose team is in the lead. Is there a special incentive for the team that gives the most?
- Update internal messaging channels.
- Focus messaging on driving urgency to use seeded donation currency to your campaign.

### To do

- ✓ Use [email template 3](#) again and adjust the messaging as needed.



## Wrap it up!

Communicate and celebrate the impact that everyone has made. If you launched with seeding currency, send targeted communications to your employees to maintain the momentum of your program:

- **Group 1**  
Employees who logged in and used the seeded donation currency.
- **Group 2**  
Employees who logged in, but didn't use the seeded donation currency.
- **Group 3**  
Employees who didn't log in.

## To do

- ✓ Use these wrap-up email templates to share meaningful impact reporting from your launch campaign ([email template 4](#)).
- ✓ Generate a report of targeted lists. ([Here's how.](#))